Week 4: Brainstorming and finalizing your project idea

# 1a: Project Brainstorm

[Group 10: Class Activity 3 (Part 1) - Ideating on a Team Project](https://docs.google.com/document/d/1hUXTVTipIjgANAGqeX45E_qWbgI1xdnNtDBH7jCJSnY/edit?usp=sharing)

# 1b: Finalize Your Project Proposal

#### Design Product and Motivation

In supporting a caring world, our platform will facilitate collaboration and public participation; individuals and their communities need a platform where they can be recognized, have a sense of identity, and feel connected with their community. Our users will be able to easily connect with others by remaining informed on city events and activities, and voicing their thoughts or sharing their unique perspectives on different aspects of their city.

City leaders—those that make administrative decisions for the public—and city civilians—those whose lives are impacted by decisions made by city leaders—need a platform to unite and support the diversity of communities that exist in their city. Ensuring the public’s satisfaction with the quality of living in a city is a collaborative effort among city leaders and the diverse communities they represent. Existing methods of communication between city leaders and city civilians, like city websites and publications, social media, and public city council meetings, can feel like a form of one-way communication.

Collaboration requires two-way communication between city leaders and city civilians. Currently, city leaders struggle to maximize public engagement for various reasons. The challenges that come with current methods of public engagement and participation can involve cost, a lack of a skilled facilitator, low efficiency, low interest, and language barriers. City websites and publications, social media, and public city council meetings aren’t enough with these challenges at hand. These challenges ultimately hinder collaboration and, thus, the ability to achieve a common goal of improving and maintaining the city’s quality of living.

Problem:

* + the existing tools to see crime rates/criminal activity are inadequate.
  + Community members don’t have control over how their communities are perceived by the general public.
  + Community members need a place to voice and share their own opinions on living in their communities by covering both the positive and the negative aspects.
  + Individual communities should have a
  + There are “[5 Principal Challenges of Public Participation](https://wesolve.app/5-principle-challenges-of-public-participation/)”:
    - **Costly**: It’s expensive in time, money, and effort to prepare and organize public engagement events (e.g., workshops, meetings)
    - **Lack of Skilled Facilitator**: Some city councils do not have a skilled practitioner who can facilitate and maintain positive relationships with citizens
    - **Low Efficiency**: Most community members prioritize their immediate responsibilities over civic engagement.
    - **Low Interest**: Public don’t feel motivated or interested in participating in public issues.
    - **Language Barrier**: Those who don’t understand the local language are often excluded from public meetings.
    - Another resource: “[Ten Challenges and Barriers to Public Engagement and Citizen Science](https://research.reading.ac.uk/openupsci/2019/01/16/challenges-and-barriers-to-public-engagement-and-citizen-science/)”
* Why is the group struggling?
  + crime rate information is not easily accessible and not made visible to many people.
  + Stereotypes associated with certain communities (geographic stereotypes) are often applied to individuals of those communities, even if they are not true.
  + Lack of accessible/easy ways to voice opinions about quality of life in a community.
  + Civic engagement can be difficult if you haven’t mastered the local language.
* Why are they [users] doing what they are currently doing:
  + Word of mouth
  + News resources (TV, Articles, Radio) are a common source for discovering criminal activity
  + Using multiple different platforms to gather data (Why? since the data is scattered)
  + Social Media is a source of information on news and potential criminal activity in the area
  + Posting/Commenting on social media (Facebook groups, NextDoor)
  + Community participation/engagement in City/Local Government Citizen Surveys
  + Reaching out via contact information provided on City websites
  + Attending/participating in public City Council meetings
  + Word of mouth
* Why would they [users] want support using technology?:
  + Having all accurate information available in one place
    - Police crime reports
    - Crime rates
    - Breakdown of the types of crimes
    - News/local information
  + Quicker access to the information
  + By being able to post/report witnessed incidents, individuals can have a sense of protecting others by helping their community stay aware
  + Our product will help the voices of community members be heard.
  + City leaders and councils can use our product as a resource for public opinion-based feedback.
    - This will include what the city is doing well and areas of improvement regarding administrating the quality of life in their communities
    - This will help city leaders be more responsive to community members’ demands
  + Community members can share inside information with other members and build a stronger sense of community
  + Non-community members can view “what’s trending” or the activities of other communities.
* Why is it that other approaches have not worked yet?:
  + Platforms that currently exist:
    - Police report database
      * Pin the crime sightings/recorded events
    - Separate database for other sightings (like news)
    - Static crime rate maps (does not update?)
  + All useful information is scattered across multiple websites/platforms
  + Broken links
  + Slow website
  + Hard to navigate the information
  + Not intuitive
  + Cluttered UI
  + The information is scattered (across multiple websites to gain a safety overview of the specific city?)
  + Lacks community input
  + Misinformation/Inaccurate
  + Posting/Commenting on social media (Facebook groups, NextDoor)
    - This doesn’t guarantee that a user’s voice will be heard as a community member
    - Non-community members can spread misinformation/disinformation of other community
  + Community participation/engagement in City/Local Government Citizen Surveys
    - There can be a lack of interest, priority, or understanding in these surveys that dissuade participation
  + Reaching out via contact information provided on City websites
    - This approach can involve a process that takes up a lot of time, effort, research, and interest on the community member’s behalf
  + Attending/participating in public City Council meetings
    - Meetings are can be long and not considerate of community member’s time
  + Word of mouth
    - Speaking to others is a good way of informing those in your social circle, but it’s unlikely that your information will extend to and reach others

#### Part 2

In another paragraph (or two paragraphs), analyze the problem or idea to give more background and context. Do not just focus on the negative aspects of the current situation, but also identify some positive aspects that may be beneficial to retain. A few salient examples from existing systems or practices could be used to support those claims. If appropriate, you may conduct this analysis by describing a scenario that illustrates how someone might encounter and resolve the problem.

Existing platforms such as NextDoor, Ring, Facebook, Reddit, and Twitter do a great job of keeping the online space casual and approachable, but they don’t quite meet our needs. Our vision is to create a platform like NextDoor, but implement some of the core features from other services such as Ring, Facebook, Reddit, and Twitter.

Facebook has a wide user base with a diverse range of interests and communities making it easy for users to view or join groups and events for their respective interests. However, Facebook also tends to prioritize popular/clickable content over meaningful community posts and is overrun with a lot of spam.

Reddit has a strong focus on community and discussion with great solutions to spam: upvoting and downvoting posts. This system helps prioritize important/meaningful content while keeping spam and junk hidden from a majority of users in the community.

Meanwhile, apps like NextDoor have a hyperlocal focus on neighborhood-based communities, but lack support due to the small scale of users. Moreover, NextDoor lacks accessibility to news, events, and posts for members outside their neighborhoods.

Similarly, Ring (another neighborhood-focused app) implements an incident map with events (lost animals, community meetings, community crime reports) all within a certain range of the user. Unfortunately, there is a lot of spam as Ring doesn't have a great system for filtering out videos and posts.

For instance, we are interested in incorporating Ring’s incident map and Facebook’s community accessibility features, while expanding it so that users can click on a district of San Francisco and have all posts separated into different categories via buttons. Then we can implement some of Reddit’s core spam functionalities with their upvoting and downvoting system improving user experience. Furthermore, we are looking to leverage Twitter’s implementation of checkmarks (gold, blue, gray, or none) to manage community engagement.

#### Part 3

In another paragraph (or two paragraphs), clarify how your approach is going to support a caring world. Helpful questions to think about would be:

Supporting a caring world could mean what we could provide or assist others to make the world more supportive and have a sense of togetherness. Care is currently enacted in the setting of media—including social media, journalism, community publications, and more—word of mouth, and connections among community members. Current usage of social media platforms involves user activity that can assist in informing the public and enabling users/community members to connect with others in their community.

In the problem that we are tackling, “care” currently lacks a sense of community, where modern society creates loneliness and people want connection. Creating a community and a connection between people would create many different positive impacts.

Our approach to “care” is to create a platform that will create a sense of community, where people will have a positive feeling where they can connect and feel a sense of inclusion in not only their community but others as well. Being able to include community input in our platform would encourage different communities and individuals to come together showcasing a sense of community and inclusion.

How is care currently enacted in the setting?

* Police or law enforcement, first responders
* Existing websites
* Media/journalism/community publications
* WoM/connections/community
* Current social media platforms already have great features and information architecture that can assist in community building and enabling users/community members to connect with others in their community.

What is missing or lacking in the care practices?

* Misinformation
  + WoM - information shared in conversation may not be accurate
  + Information on existing tools might not be updated
* Lack awareness
  + Information on criminal activity is not shared with the public
* Information isn’t easily accessed
  + Current tools and resources are hard to use and confusing
* Sense of community
  + Mondern society create loneliness, people are craving for connection, creating community and connection between people have so many positive impact on humans ([link](https://montereypremier.com/the-importance-of-connection-and-community-in-the-modern-world/))

In what way(s) will your approach support care in this particular setting?

* All essential information will be available and accessible on one platform
  + Additional information/resources can be accessed through the platform
* Easy to use
* Include community input
* Accurate information
* Create sense of community

Who will perform the primary care? Who will benefit from it?

The app will be performing the primary care. The app will provide a way for individuals to care for others in their community. The community as a whole and as users of our platform will benefit from the collective information it provides. Potential users that would benefit from our app would be…

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

#### Part 4

In the last paragraph(s), write about the potential of your approach to make a difference and how will you evaluate its impact? Currently, this is more speculative, but it is good to have a vision – it will help us plan our actions better. Helpful questions to attend here include:

By incorporating key features from popular neighborhood apps like NextDoor, Ring, Facebook, Twitter, and Reddit, our platform will offer a unique way for people to connect, communicate, and share information about their community. A sense of connection is a fundamental human need, but in today’s modern society, especially during the pandemic, connecting with others has become increasingly difficult.

Our platform will be able to achieve a stronger sense of community and inclusivity among neighbors, making it easier for people to connect and form relationships with others in their neighborhood. By making it easier to communicate about any activities in their neighborhood, and sharing information about the potentially dangerous area, people will be able to make more informed decisions about where to live and explore. Our platform will also be able to bring about a safer lifestyle for users.

There are 4 main factors in evaluating the impact of the platform: response from users, level of user engagement, reviews and ratings on our platform, and crime rate. If successful, our platform has the potential to bring significant positive long-term change, including a decrease in crime rate as the platform will help to increase communities’ criminal-activity awareness. On top of this, our platform could offer tools for law enforcement to better understand and address crime in the communities. Finally, by bringing people to the same area and giving them a platform to voice their concerns and ideas, it could help improve people’s mental health and overall well-being.

What will it change and how will it change it?

* Our product will offer an additional way to lead a safer lifestyle.
  + “See paragraph above”
* Helps build a stronger sense of community with inclusivity among neighbors and neighborhoods
  + Makes communicating about criminal activity easier
* Helps users make informed decisions when traveling or moving
* Our product will make every type of community be more representative and have their voices heard
* People will be happy when they started to have good connections with each other

How will you know that the change has occurred?

* A positive response from users
  + Positive app/website ratings
* Safer communities
  + Decrease in criminal activity
* High activity levels on platform among community postings
* More positive activity in seemingly dangerous communities
* More criminal-activity awareness

How do you know that this change is the right kind of change?

* See above

What are the long-term possibilities that you see with the approach that you have proposed?

* Seeing criminal rates in popular/common navigation apps (like Google Maps, Apple Maps, Waze)
* Decrease in criminal rates
* More reported criminal events
* Tools for police/law enforcement
* People’s mental health will improve and they will have a better life
* More people of different types will have more representation and they will have their voices heard

Ensure your report is appropriately clear and easy to read. This includes:

* text should be clear and concise
* use section headings as appropriate
* include images in the body of the write-up with appropriate figure numbers and captions (it does not have to be sophisticated drawing or images; the goal is to convey the idea and any image(s) that help in conveying the idea is good)
* refer to the images in the body of your text (again, to clarify what you are trying to convey)
* check for typos, spelling, and grammar errors

Be sure your presentation looks good:

* choose appropriate colors, fonts, and styles
* make liberal use of whitespace

<WRITE THE REPORT BELOW. REFER TO THE STRUCTURE ABOVE FOR HELP WITH THE PRESENTATION>

Critique notes

* Citizen app, SocialCops, NextDoor
* Homelessness is not an indicator of crime
* Make this more constructive
* Broken Windows theory
* Suggestion: Instead of people reporting crime have community members validate what is being said about them
  + A more holistic approach where community members can control the narrative about their community
  + Community members should have the say in/about their community
  + Instead of reporting the negative, report the positive.
    - Shifting from a focus of crime to a focus on that community’s identity. Things being done in the community that people outside that community might not know whether positive or negative.
* Police reports facilitate selective bias

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Extra Notes to add:

* Rely on community members to build up their communities’ identity (positive & negative)
* Shift from a crime map to a community map
  + Allows for one to see how a community is without being apart of that community
* The theory suggests that policing methods that target minor crimes such as [vandalism](https://en.wikipedia.org/wiki/Vandalism), [loitering](https://en.wikipedia.org/wiki/Loitering), [public drinking](https://en.wikipedia.org/wiki/Public_drinking), [jaywalking](https://en.wikipedia.org/wiki/Jaywalking), and [fare evasion](https://en.wikipedia.org/wiki/Fare_evasion) help to create an atmosphere of order and lawfulness.(Thanks wiki on Broken Window Theory)
  + Focus on things that can make the community more orderly instead of reporting crime that could lead to more crime happening

Idea:

* A platform where individual cities have an online space that community members can join via verification
* As a community member
  + you can participate in city polls (poll stats determine city member satisfaction)
  + post about the positives and negatives of living in their city
* Each city will have a gauge on community member satisfaction (how happy are people living in their cities?)

Questions:

* Factors on what make someone part of the community?
  + Citizen app shows crisis and events happening in real time

Other ways to say “community members”:

* Residents
* Locals
* City-zens (play on words lol)
* Inhabitants

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#### Project Milestone Outline 1

Project Brainstorm [Derive information from this document and in-class assignment 1]

* Idea 1
  + What it is
    - Positives
    - Negatives
    - Includes pictures
* Idea 1
  + What it is
    - Positives
    - Negatives
    - Includes pictures

Design Problem & Motivation LEILAH

Paragraph 1

* What is the problem?
  + Defining what the base problem is?
    - Platform for
      * Inclusivity / Unity
      * Identity
* Why is this a problem important?
  + Current Problems
  + What are other applications doing?
    - Positives
    - Negatives

Paragraph 2

* What is our approach towards solving the problem?
  + What are we going to provide?
    - Main Core Features
    - Features that we want to focus on
  + What can our technology do differently?
    - How we differentiate from other existing applications
  + Who is this problem for? (Users)
    - Primary
    - Secondary

Analysis of the problem

Paragraph 1

* Today what can do someone do for a problem
  + Add specific use case
  + For example
    - Why a user would have this problem
    - Current options of what they can do
    - Add in positives for their current options
    - Add in positives for their current options
  + Redo the example but using out application
    - Why they would use our applications instead of the app they previously used
      * Maybe a certain feature for example
    - Features they can use on our application
    - Upsides they would have using our project
    - Downsides they would have using our project

How our approach will support a caring world

Paragraph 1

* Defining what “support a caring world” could mean
  + Bad definition but - what we could provide or assist others to make the world more supportive and have a sense of togetherness (is this a word?)
* How “care” lacks in the problem that we are tackling
* What is the “care” that we provide
  + Approach 1
    - What it is
    - Who provides
    - Who receives
  + Approach 2
    - What it is
    - Who provides
    - Who receives
  + Approach 3
    - What it is
    - Who provides
    - Who receives

Our vision for the future

Paragraph 2

* Vision / Goal of the Application
  + What is our vision for this project?
  + Future Impact of the project?