



## **TEAM 8**

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# PROBLEM DESCRIPTION

Our project explores the problem space of pairing enthusiasts with experts to encourage a unique social experience that involves learning and sharing knowledge. Many people who are interested in activities like sports, music, coffee, and theatre do not know where to start, or who they can talk to. The consumers in this problem space are the people looking for an educated companion to join them in an experience-driven activity. The providers are field experts, professionals, and specialists who will curate the activity and share their knowledge with the seeker. Currently, curious beginners either research or ask around in an attempt to find a starting point for their learning experience. They spend endless hours online reading up on a particular topic or activity, and then must find a local event or place in which they can experience it. On the provider side, there are experts who would love to share their knowledge but can't always find people interested in what they have to offer. We hope to connect these people together to create an enriching and enjoyable experience for everyone involved.

# STAKEHOLDERS

**Consumers:** curious, open to new experiences, ready to learn, do not need to have any experience coming into an activity or topic, but certainly do need to take interest

**Providers:** knowledgeable, patient, understanding, well-versed in the topic they are offering to teach, need extensive personal or professional experience in the activity they are to host for the consumer

# DESIGN CRITERIA

- **Convenient**

- Users can access the platform remotely
- Accessible from many devices
- Economical

- **Credible**

- Experts must have professional or personal experience that can be verified
- Legitimate reviewing system

- **Customized**

- Tailor to user interests and learning style
- Consider geographical location
- Specific to user interests

# CoffVR

This prototype focuses on the user receiving an expert-curated experience in a virtual reality setting. The main stakeholders for this prototype are users experiencing the virtual reality and the credited baristas which are pre-recorded in giving the experience. This solution addresses the problem people often face when learning about a new topic or activity. CoffVR is directed to individuals newly interested in the coffee-making experience through a virtual reality experience. CoffVR is a mobile application in which users sign up and order a Google Cardboard. They will then receive the headset within 2 days, which they will then setup. The user will open the phone application and choose from multiple virtual reality experiences, slide the phone into Google Cardboard, and join an experience. Through this interaction, users can complete the experience at their own convenience, and pace themselves to fit their learning style. The virtual reality experience showcases actual barista making coffee drinks at coffee shop. In this way, users are paired with an expert guide, which walks the user through coffee-making techniques. Objects in the real world relevant to the solution include VR headsets (Google Cardboard, etc), smartphones, and VR video media.

# Coffee Box Subscription

Beginners at an activity or topic spend countless hours reading, browsing, and shopping to begin a hobby or interest. Looking at the example of someone interested in coffee, this solution takes out the guesswork and time done by a novice by sending a customized box with material and equipment needed to learn about coffee-making. Stakeholders in this prototype include users who will learn from instructions and items in the box, and experts who will pick out items and create instructables which serve as learning material for the user. This prototype will facilitate an expert-curated experience through material that has been written and picked out by a barista. To begin, the user first signs up online for a coffee box subscription service. The user can specify certain techniques or specifics that are interested in. With the data provided, a credible expert picks out materials and writes content on coffee-making techniques that will be shipped in a box to the user. In this way, the user has a month to complete the boxed experience at their own convenience. Upon completion, the user will be prompted to submit feedback and a review of their experience. A user can suggest improvements or submit requests for the next box they will receive. Several aspects of the problem space are addressed with this solution. This prototype is convenient as the experience gets delivered to user, which the user can complete experience at their own time. In addition, a credible barista or coffee expert is involved with this experience by handcrafting the subscription box. Lastly, this solution caters towards user preferences by allowing an experience that can be completed at an individual's own pace. The user is also encouraged to give feedback so that future boxes can be as optimally crafted as possible. Real world objects relevant to this solution include coffee beans and coffee-making equipment (filters, presses, tampers, etc) that an expert deems suitable to send in a box.

# Expert-led

When reading online reviews, there is no way to get your specific questions answered by an expert in real life. For an activity such as coffee, which is a very tactile and gustatory experience, it's hard to learn without practical field knowledge. In addition, the rich field of coffee has many nuances which can be navigated at the preference of the user, which makes it more customized and personal. This solution solves this problem by connecting a credible expert (verified with professional experience and resumes) to a novice interested in learning more about coffee. In addition, another feature set of this solution would be to focus on a legitimate reviewing system for these experiences, as similar solutions were deemed 'fake' and untrustworthy in our interviews. Consumers are the focus. This solution centers on making experiences that teach practical knowledge and customize it for the users. In addition, all the feature sets we've identified for this solution are centered on making sure the user trusts our system. The technology that underlies this solution is a website that would serve as a portal to connect the consumers and the producers. Features of the website would include a reviewing system with verified purchasers and preference filters, and specific request boxes for the expert. The main interactions between the user and the website are to identify the experience that fits your preferences based on reviews, cost, specific interests, etc. Upon finding that experience, the user attends the expert-led experience and gets detailed field assistance in the specific interests they chose (i.e. bean roasting, using a french press, etc). They are shown the process first hand and actually attempt it with the instructor and are able to ask questions and get tips. After the experience, the users are prompted to write verified reviews of the experience and answer feedback to make the experience better in the future. This interaction hits on some of the design criteria we have identified, like customizability and credibility. By filtering for an experience and adding requests, you can get a custom event from a seasoned expert. In addition, the ability to leave verified reviews allows the review system to be considered legitimate and not easily hackable.