1. Empathise/Discover

Core values of LOT:
- **Power to the people**: the people are given control, and the ability to affect the spaces they are going to live in, the community is actively built by the people
- **Arms wide open**: being inclusive
- **Exchange**: international
- **On and offline blend**: those who are not physically here can be part of the community as well

The solution is for:
University students on the campus *and* LOT.

Main goal:
- Receiving insights, raising awareness
- Main emphasis on the 4 core values
- The input would be used for the LOT community, the input can come from anyone who uses the tool
- Not a one-way thing, but a place where people's ideas are shared, exchanged, possible to interact with
- Visualising the growing amount of ideas and inputs

Interview questions
1. How do you prefer to share your opinions?
2. What makes you comfortable sharing your opinion about a certain topic/problem?
3. After providing feedback, would you like to see your results compared to others?
4. What makes you feel your opinion is valued and important?
5. What makes you NOT want to fill out a survey?

Interview conclusion:
From the interview, it appears that people are more comfortable sharing their opinions in person, especially when they have strong beliefs, are in a welcoming environment, and are personally interested in the topic. They also prefer getting instant feedback or results from their answers. On the other hand, long surveys with boring designs, irrelevant or confusing questions tend to be ineffective. Therefore, when creating surveys, it's important to keep them short, visually appealing, and clear to encourage participation and obtain accurate results.
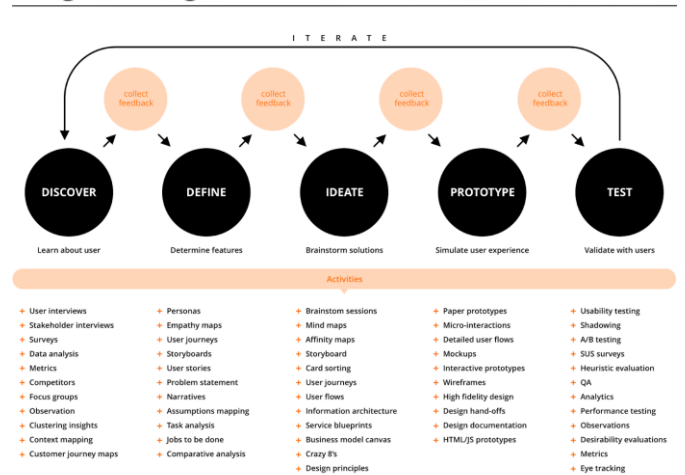
2. Define

What problem are we solving?
(User) needs to (user's need) because (insight).

Residents of the campus need to be able to share opinions because it will shape the building and environment around it.

Problem statement:
Creating an interactive tool that gains insights *from* the students *for* LOT, and also raises awareness about the community.

'How might we's
Main question: How might we create an interactive tool that gains insights *from* the students *for* LOT, and also raises awareness about the community?

Sub-questions:
- How might we make the users want to take part in the experience?
  A: Making it interactive, personal, innovative, intriguing, promising a comfortable environment and also a reward

- How might we make sure the users feel their opinions heard and understood?
  A: By giving them a reaction & showing them their results

- How might we create a nice designed tool?
  A: Using innovative solutions (AI, AR)

- How might we make the tool personal and digital (virtual?) at the same time?
  A: By giving the user the option to customise their experience, by interacting with an AI avatar

- How might we visualise the data we receive from the users, to provide feedback?
  A: With infographics of the overview of answers at the end of the interview, where their data and others' data is combined

- How might we introduce the core values in an interesting way?
  A: By having them explained by an AI avatar and forming questions around them

- How can we protect user's privacy?
  A: By having the answers stay anonymous, and only using the student ID to make sure only they have access to the tool

3. Ideation

Possible solutions:
- COULD BE A ROOM (in a container)
- Making it into a game
- Having the users make decisions about questions using the environment, showing where they end up, and compare the end result with other people
- Creating personality groups and putting people in them based on their input
- Open-ended and yes-or-no questions
- Possibility for the users to create questions
- Offline and online solution → works in person when the user is at the tool, and also from their phones

Feedback/advice session:
Tuesday
Talk to the actual target audience (students on the campus)
Combine all of our general ideas
Combining the offline and online ideas
Everyone add ideas that themselves already like and would like to use (eg. Reddit)
Make the interaction as easy as possible
Advertising the platform: free drinks, possibility to win (every 10th participant or something), posters in common areas (sports centre, etc)
Sustainability aspect: using containers, sus materials, solar panels?
Divide the tasks once we have the concept

Wednesday
Deciding on questions about the 4 core values depending on how much time users are willing to spend in this 'survey'; ask the LOT guy what they actually want to ask
Needs storytelling: the core values are hard to understand, we have to introduce them to the users
Are the containers always gonna be open and accessible? Are there gonna be events when people can go there? → maybe possible to open it with a student card?
Where to put the installation so people can see it, go there fast, is accessible during the construction?
Treasure hunt
Gamifying: giving people something to collect while answering; giving a reward
Needs to be simple and for everybody

Thursday
The online version should send people to the offline location
After the experience, keep people in the loop → with new events at the location, repurposing the installation
Make the interior of the containers visually intriguing
Deciding what values the 4 containers should represent (waiting for reply)

Concept

It's an event where the students come to the location and in the containers an AI avatar that interviews the people. There will be a couple of avatars to choose from based on different themes.

In person, the users will go through the interactive survey with AR glasses on showcasing the Avatar interacting with them.

Online users are encouraged to visit the in person event.

The results would be presented to the users after the "interview".

The users will be able to discuss answers and topics in person.

At the end of the event users will be presented with some options of how the containers can be repurposed into another kind of space that can be used by the community to come together in the meantime.

Detailed description of the final idea

The project focuses on gaining insight from the students on campus on what they think about the core values of the LOT community, as well as including them in building this community through a series of experiences during the construction of the new apartment complex.

The installation invites people to participate in person, mainly to share and discuss their ideas of the core values and anything else that builds the community. There is an online application tool where users can answer the questions in a similar way, but it offers them the option to visit the site and try out the experience there.

The tool is set up in an easily accessible area, close to campus, so students don't waste time and energy by going there. It consists of 4 containers and their surroundings, using benches and other additions to create common areas for the students to spend some time during the event. Inside the containers, users will go on a short journey through Augmented Reality. Wearing AR glasses, an AI avatar will guide them, asking them questions about the community values at certain checkpoints (3-4 per container).

The containers can only be accessed by students, and only when an event is organised there. These events will be advertised offline by posters in common areas, and online on social media.

To take part, users have to sign in with their student cards or student IDs at the entrance of the first container. Privacy is important and it will be emphasised that their data will be kept anonymous. Then they get a chance to choose the AI avatar that's going to guide them through the experience.

They have to put on AR glasses to start the actual experience. At the first checkpoint the avatar introduces them to the concept and explains the core values of the community, so it's clear for every participant. After that at every checkpoint they answer questions asked by the avatar. These questions will be both yes-or-no, ratings and open-ended.

To make answering questions more interactive and engaging, users can be provided with a hand controller that allows them to pass their answers. This not only makes the experience more interactive but also provides a fun way for users to engage with the content.

The system records their answers and gives immediate feedback, making sure the user feels their opinions heard and understood. At the end of the last container, the users get an overview of their answers and also the general answers through

infographics. This is presented in a visually interesting way, so they can see where they are compared to the average, compared to other students.

Then the AI will offer them an option of what to do after finishing the experience. Based on the user's answers it calculates which topic of the 4 they are most invested in, or have the most defined opinions about, and lets them know at which container (outside) they can discuss this with others. It is their choice to go there, and also to then actually talk about the topic, or anything else with people there. Both build the community and make socialising easier.

At the very end, the data collected will be sent to the student's email. This makes the user sure their answers are saved and will contribute to building the community. A reward voucher - with which the students are motivated in advance to take part - is also sent to their email address, that they can exchange for a drink or warm beverage on site. Having a drink keeps them in the space and helps strike up conversations with others.

Also at the end of the last container, they put down the glasses to a designated place where someone is collecting them.

Because it's important to keep the community growing and keep the people in the loop, the participants will also get updates through email about the building and the community, and any future events that they are invited to.

An important aspect of this installation is that it's sustainable. Since it is using AR technology, the exterior and interior of the containers is going to be minimal, ending in very little energy consumption. The concept reuses containers that are already at our disposal at the construction site, with the addition of spaces for distributing the drinks, benches and other small additions. It is only going to be used during specific times, otherwise it serves as a communal space with no energy consumption.

4. Prototype

A video with a storytelling approach. It would showcase the in person experience and the online experience in a fun and interesting way.

User stories: (as a user, I want to …., so that I can …)
- As a user I want to be able to use my student account to log in, so I can receive updates and feedback.
- As a user I want to use AR glasses to discover the questions, so the journey will be interactive and the technology will be integrated in this adventure.
- As a user I want to be able to choose an avatar, so it will guide me through the adventure.
- As a user I want to get an explanation about the core values, so I understand what it means before I start the adventure.
- As a user I want to be able to use a hand controller so i can submit my answers easily and feel a more personalised experience.
- As a user I want to receive information about upcoming events, so I know if my opinion was taken into consideration.
- As a user, I would like to receive a reward upon completing a journey, so that I can feel a sense of accomplishment and value for my efforts.
- As a user I want to meet other students, so we can share opinions.
- As a user, I want to be able to share my ideas and opinions on the development of the new student housing, so that I can contribute to creating a community that reflects my needs and values.

Introduction

Hello There!

We are currently building the LOT community.

We are committed to the following core values at the LOT. These will influence your newfound community. Let's shape the future together.

The first of the core values is … Power to the people!

By giving the people control & influence over the space they live in, the community is actively built by them.
Prototype voice:

Experience this adventure online by logging in with your student account and selecting your preferred avatar, which will serve as your guide during your journey to discover more about the LOT community. As you embark on the journey, you will walk through the core values, answering a set of questions to collect your opinions on each value. Once you have completed the journey and explored all four core values, your results will be sent to your email, and you will receive updates on upcoming events. To further your exploration, visit the physical location and try the physical adventure.

Conclusion

At the end of the last container, the students can pick the next event at LOT. The most popular option will be selected for the next LOT event. They then return the glasses and exit the container.

Located outside the last container is a communal space where people can gather for drinks and discuss topics and core values. It facilitates socialising and builds a sense of community.

Students who share opinions during the event receive a reward/voucher and priority on the waiting list, which motivates them to attend.

In addition, I will inform the students that their answers will be saved and used to build this community.

Thank you for your time and attention. See you at the LOT!

Email template

Dear [Participant's Name],

Thank you for taking part in the LOT Community Values Experience! Your input is valuable to us as we strive to build a strong and vibrant community in the new apartment complex.

As a token of our appreciation, we have attached a voucher to this email that you can exchange for a drink or warm beverage at the site. We hope this will provide a refreshing break and an opportunity for you to connect with others in the community.

We also want to let you know that your responses to the experience have been recorded and will contribute to the development of the community. Your privacy is important to us, and we want to assure you that your data will be kept anonymous.

Additionally, we will be sending you updates about the construction progress and future community events that you are invited to. We hope to continue engaging with you and hearing your ideas for building a strong community together.

Thank you again for your participation, and we hope to see you again soon!

Best regards,

LOT community