

FindRack

Metaphors

1. Rocco finds a nearby bike rack

- a. Finding a nearby bike rack is like using a GPS
 - i. Pros: Live interactive technology, can contain millions of data points
 - ii. Cons: Requires additional hardware sometimes, can often lead you down the wrong path
- b. Finding a nearby bike rack is like getting directions from someone on the street
 - i. Pros: Gives you a basic idea of where something is
 - ii. Cons: Is more difficult to use if you are not familiar with the area because you do not have a visual representation of what the area looks like

2. Trixie searches for a bike rack in another location

- a. Finding a bike rack in another location is like using a map book/atlas
 - i. Pros: Gives you a physical and visual representation of an area
 - ii. Cons: An atlas is large, heavy, and can become out of date very quickly
- b. Finding a bike rack in another location is like searching through a directory
 - i. Pros: Can be very well organized
 - ii. Cons: Takes a long time to find what you are looking for and does not provide a visual element

3. Trixie favorites a bike rack

- a. Favoriting a bike rack is like taking a picture
 - i. Pros: Gives you a good visual representation of the immediate surroundings
 - ii. Cons: Can be hard to remember details about the rack from just a picture, especially if it was taken a while ago
- b. Favoriting a bike rack is like making a list
 - i. Pros: Can be very well organized and easy to reference
 - ii. Cons: Gives no visual representation and does not give any real time information

Activity Design Scenarios

- **Rocco finds a nearby bike rack** - Rocco, on his way to work after a long day of sitting around and watching House of Cards on Netflix, flies by cars sitting in traffic as he crosses over the Charles River into Cambridge. Already running late to work, Rocco arrives at a pair of bike racks closest to his work and discovers that both are completely full. He then pulls out his phone and opens the FindRack application. Rocco chooses to find racks nearby based on his current location. The application shows him there are four racks in the vicinity, two of which are filling up. He chooses to travel to the third rack, which is down a nearby side street. After securing his bike to this nearly empty rack, Rocco makes it to work just before his pre-meal meeting starts.
- **Trixie searches for a bike rack in another location** - Trixie, while sitting in class, receives a text from her friend to meet for lunch in downtown Boston. Trixie is a freshman at Northeastern, and wants to explore her new home. Trixie agrees and once class ends, she heads outside to her bike and gets ready to ride. Since the restaurant is in an area she is not familiar with, she pulls out her phone and opens the FindRack application. She chooses to search for racks near the restaurant. Finding a few racks near the restaurant, Trixie is confident she can safely secure her bike while eating. Trixie rides to the restaurant and is able to quickly lock her bike to one of the racks she found earlier. She has a delicious lunch with her friend.
- **Trixie favorites a bike rack** - Trixie, after meeting her friend for lunch, walks back to the rack at which she parked her bike. She begins thinking that this bike rack was in a safe location and was mostly open when she got there. She then pulls out her phone and opens the FindRack application. She then looks at the entry for this specific bike rack and decides to “favorite” it. This will allow her to easily return to it in the future and to also monitor the status of the rack before she arrives.