

# Explore Your City Project

## Part 1: Group Plan

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### Revised Project Description:

It is expected that the short-term traveler to any given major city will explore as much as possible during their stay, with tons of resources existing to guide them to landmarks, restaurants, and local events. However, the long term, or even lifetime, resident is often neglected, as it is assumed that a local knows all the ins and outs of their respective city. However, this is often untrue. This project aims to provide long term residents of Boulder local-specific resources to motivate and facilitate continual exploration of their city. The project will focus on an interactive tracking application that will provide consolidated, up-to-date information about events, trending local favorites, and new/changing business locations as well as a simple way to connect users to places/information they might not have been aware of previously. Users will be able to view, sort, save, and track their exploration of new parts of Boulder with the goal being to explore as many new locations/events as possible. An optional timeline feature will allow users to control their personal active or passive exploring goal, i.e., set specific dates or deadlines for visiting certain locations or simply browse as they see fit. By providing current and locally-geared information in a consolidated format, long term residents will be able to easily and comfortably explore the city they call home.

- Ranking system based on exploration
- Specific to Boulder and/or Denver for now
- Feature to have private or personal events, similar to Facebook
- Add messaging and contacts list, so it is more similar to a social media service
- Signing up for local events and push notifications for event updates such as cancellations, rescheduling, etc.
- Possibly add deals/discounts for specific events and businesses to promote attendance

### Meeting Schedule:

Possible times:

Amari - Monday after 11am, Thursday 3:30-6pm

Krishna - Monday 10am-5pm, Thursday 5-6pm

Tristan - Monday 11am-1:30pm, Thursday after 2pm

Group will meet weekly from 11:00am - 11:30am every Monday.

Location: Engineering Center Lobby

### Group chat and documentation:

We will use SMS/MMS as our main channel for group communication. To share documents/files, we will be use GitHub.

## Part 2: Research Plan

### 1) Survey

The Explore Your City project is heavily dependent on user motivation. To function realistically, the application must easily fit into and benefit a local's regular routine/daily life. The app must be able to process what places and events exist, where users have been before, and where users would like to go in the future. Therefore, data that provides insight into the locations of residents and their typical routines would be most helpful to the project team.

Since there are a million different ways a given person could describe their daily routines and personal location preferences, a survey is the easiest way to condense our data into information applicable to the design of our application. We drafted the survey as follows:

#### Age:

Under 13      13-18      18-25      25-35      35-55      55-65      65+

#### What is your residency in Colorado?

Temporary Resident < 1 year

Temporary Resident < 5 years

Permanent Resident < 5 years

Permanent Resident < 10 years

Permanent Resident 10+ years

#### How familiar do you consider yourself with the Boulder area?

Not Familiar

Somewhat Familiar

Familiar

Very Familiar

#### What sources do you use to find out about local events? Check all that apply.

☐ Magazines/Newspapers

☐ Social Media

☐ Word of Mouth

☐ Flyers/Advertising

Other: \_\_\_\_\_

#### What types of places are you most interested in? Check all that apply.

☐ Concerts

☐ Restaurants

☐ Local Event Festivals

☐ Park/Nature Spaces

Other: \_\_\_\_\_

## Any Boulder places/events you would recommend?

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In order to field as many responses as possible, the team decided to distribute the survey in two ways: as an electronic version and as physical copies of the survey. The electronic version will be posted in various social media groups specific to Boulder residents. This could be students, families, those employed in Boulder, etc. The physical copies of the survey will be distributed by team members. Since it is no longer tourism season, surveys will specifically be passed out on places like Pearl Street at a typical high traffic time, such as weekday mornings or weekend nights.

## 2) Participant Observation (Krishna)

As curious Boulder residents ourselves, we have our own opinions and habits on how we find out about events and how we prefer to interact with our city. In this case, we would put ourselves in the shoes of the users of our app and try to understand what they would want in the app. To do this, over a few days, we plan to log and record the following things:

- a. Where do we like to go?
- b. How did we find out about the events we go to?
- c. How often do we go to events around Boulder?
- d. How active are we in the Boulder community?
- e. What places do friends in the community recommend us to go to?
- f. If there was an app to help out with finding events geared towards locals, what features should it have?
- g. If there was a point system based on how much you explore, would it motivate you to explore the city more?
- h. What would motivate you the most to explore your city?
  - a. You're intrinsically motivated to explore.
  - b. You simply like exploring and hanging out with friends.
  - c. A point system to track how much you explore so you can compete with friends.
  - d. Discounts to places offered around your city based on how much you explore (more and better discounts for more exploration)
  - e. A chance to find new people or networking
  - f. Something else or maybe a combination of some of the things mentioned above?

## 3) 1:1 Interview

We will recruit friends interested who are locals living in Boulder for greater than a year. The interview will focus heavily on what experiences a local is looking for to expand their knowledge of their city's culture and what they would consider something they would be interested in exploring (arts, bars, restaurants, coffee shops, local events, etc).

### i. Questions:

1. How well do you feel you know the "local" Boulder?
  - a. If not very well: Why would you say that is?

- b. If well: What would you credit that success to?
- 2. How do you go about your exploring if you do?
  - c. Do you use websites, social media, apps, etc.?
  - d. Do you use word of mouth?
  - e. Are there any issues you have with your current methods?
- 3. If there was an app that promoted local exploration what kind of events, locations, businesses, etc. would you want on it?
- 4. What are your thoughts on an event sharing feature, similar to Facebook, to promote private or personal events?
- 5. Would sharing and messaging of the app's content to other friends be an important feature to you?
- 6. Are there any other features you would like on this app if it existed?
- 7. What are your feelings about location services being on 24/7?
  - f. What options would you like to be able to manage your privacy?
- a. The recruits will be friends in our social network that have been locals of Boulder for greater than a year. This allows for our target interviewees to be well educated on their city. We plan interviewing at minimum 6 individuals, however if the circumstances allow for it, we would like to hit our target of 10 individuals. Interviewees will be compensated with beer and pizza!
- b. Data collection will be done with an audio recorder and handwritten notes. This will allow us to have the full interview available for further in-depth reviews, while the handwritten notes will provide us with the main points of the interviewees answer. Compilation of data will be organized into a Google Doc with the main points of each interviewee's answers after further review of the handwritten notes and recordings. If the document becomes too unorganized, we will create a Google Doc with further links to each specific interviewee. We will also create a short compilation of the more in-depth notes for a quick-view document that will allow us to focus on what we think were the main points across all interviewees.