Locale

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hypothesis statement → research problem statement

HYPOTHESIS STATEMENT

Because of how isolating COVID-19 is on users, many lost touch with their local community and are unaware of the resources nearby.

↓

RESEARCH PROBLEM STATEMENT

As user researchers, we want to see how users were affected by the COVID-19 pandemic and see how they would want to be re-integrated into their local communities.

research objectives

FIRST OBJECTIVE

We want to understand what locals **are interested in seeing more of** in their communities

SECOND OBJECTIVE

We want to understand how users **would like to give back** to their local communities

proto persona

Name: Claire Derry

Age: 33

Needs to:

- Spend more time outside of the house
- Change her lifestyle to an overall healthier, more fulfilling one

Wants to:

- Build more connections closer to her area
- Be more aware of nearby resources

Pained when:

- She spends too much time indoors, especially after working in an office all week; accustomed to quarantine routine for 2-3 years

A potential solution is:

- **An app that informs about local events & resources in her community**

interview questions

12 people

9 questions

3 follow-up

3 themes

- How did the COVID-19 Pandemic impact your day-to-day lifestyle?

- How involved are you in your local community?

- How would you like to support your local community?

survey results

Majority of participants were interested in:

Farmers Markets
- Small businesses, local vendors, and healthier food options
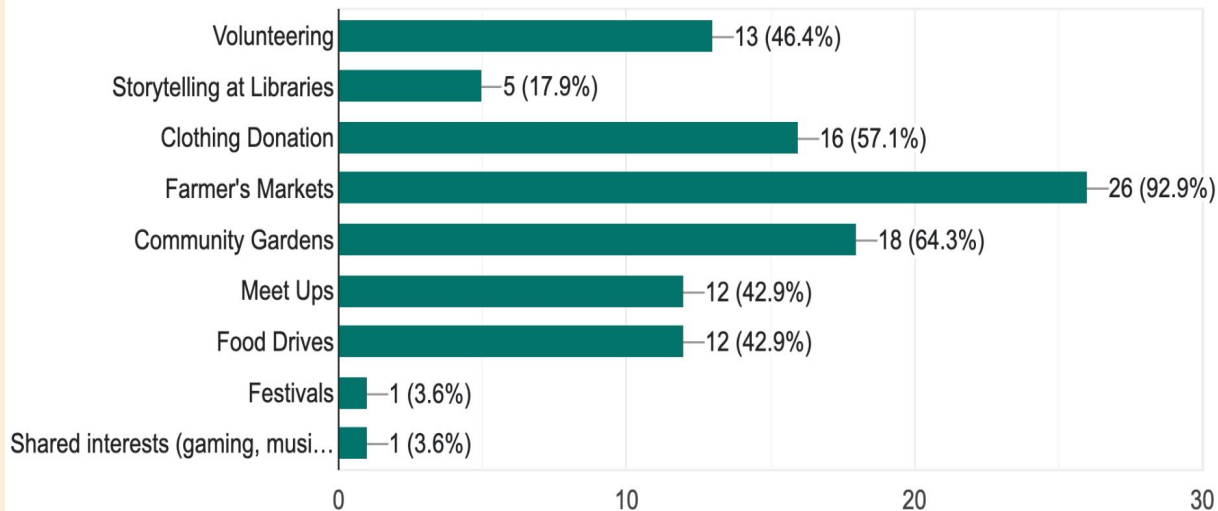
Charitable work
- Volunteering, clothing donations, or food drives

Community resources
- Public gardens or after school programs

What resources, events, and services are you interested in exploring locally?

28 responses

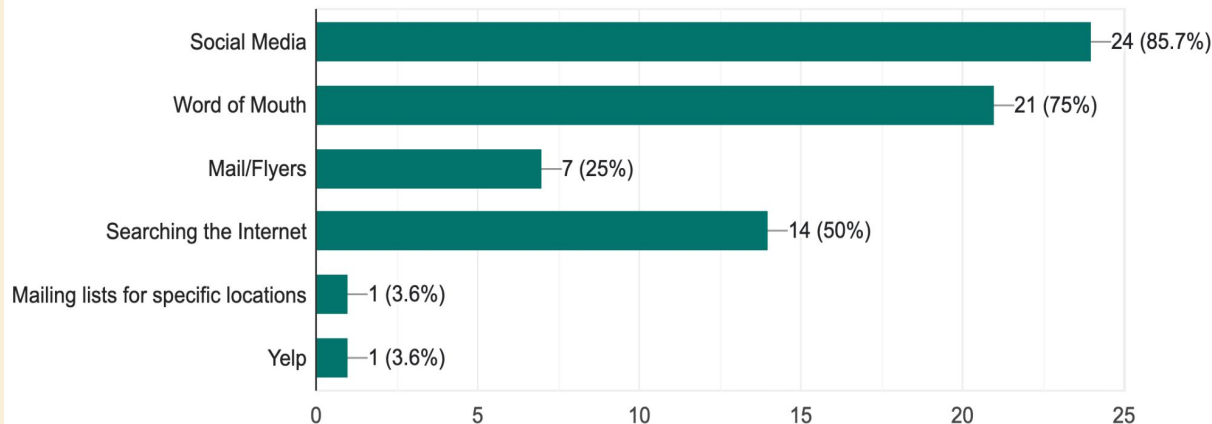| Category	Responses
Volunteering	13 (46.4%)
Storytelling at Libraries	5 (17.9%)
Clothing Donation	16 (57.1%)
Farmer's Markets	26 (92.9%)
Community Gardens	18 (64.3%)
Meet Ups	12 (42.9%)
Food Drives	12 (42.9%)
Festivals	1 (3.6%)
Shared interests (gaming, musi…)	1 (3.6%)

survey results

Most people usually hear about events in their area from **Social Media** or **Word-of-Mouth**

Pain Points:
- Last minute
- Only large events
- Expensive

How do you get information from local events that are happening around you? Please check all that apply

28 responses

Source	Value
Social Media	24 (85.7%)
Word of Mouth	21 (75%)
Mail/Flyers	7 (25%)
Searching the Internet	14 (50%)
Mailing lists for specific locations	1 (3.6%)
Yelp	1 (3.6%)

affinity diagram breakdown

- More people were impacted by the pandemic by **losing touch with loved ones, not being outside**

- Interests in events and resources relating to:
  - **Food**
    - Farmer's markets, local businesses
  - **Nature**
  - **Health and wellbeing**

- Positive emotions regarding **feelings of connections**
- Set backs: **Time constraints, not 'in the loop'**

quotes from our participants

"If I was hearing about [events] more often, I'd probably be more inclined to go."

- Interviewee 8

"I am looking for more "Access Points" into community involvement."

- Interviewee 9

"I want to find more resources, and events to attend. Find people that are also interested in their community."

- Interviewee 12

pain	gain
• **Hearing about events at the last minute** and not having time to plan	• **Security** in knowing the resources they can rely on
• **Not having the time** to attend an event	• **More connection** when supporting their community
• **Fear** of being in large crowds in an enclosed space	• **Sense of fulfillment** from giving back
	• **Feeling of belonging** when getting involved

behavior archetype

Market Profile: Victoria P. ("The Isolated User")

Scenario: A user who stays home most of the time due to the COVID-19 pandemic gets curious about their local community events and resources.

Narrative:

A user has established a routine that worked great during periods of social distancing, but now feels intensely isolating.

Hunting for events on social media + online proves to be tiresome and ineffective as many websites aren't updated and social media posts go unseen until it's too late to plan ahead.

Goals:

- Victoria would like to reconnect with her local community in meaningful ways.

Feelings:

- She's frustrated by her failed attempts at connection.

Pain points:

- She spends too much time indoors with her job being remote and her upended social life.

Actions:

- Victoria seeks out events online and through multiple social media platforms.

problem statement

We believe **by creating an app that notifies people of local events and resources**

for **users who stay in their homes for long periods of time, especially those affected by the COVID-19 pandemic,**

will achieve **a holistically healthier lifestyle and a better connection to their respective communities.**

ideation

Top ideas:

- **Personalization** of events based on user interest
- **Location based** activities and events
- Participate, support and donate.
- Make events that interests users **more visible**
- Make an app more **accessible** and **affordable**
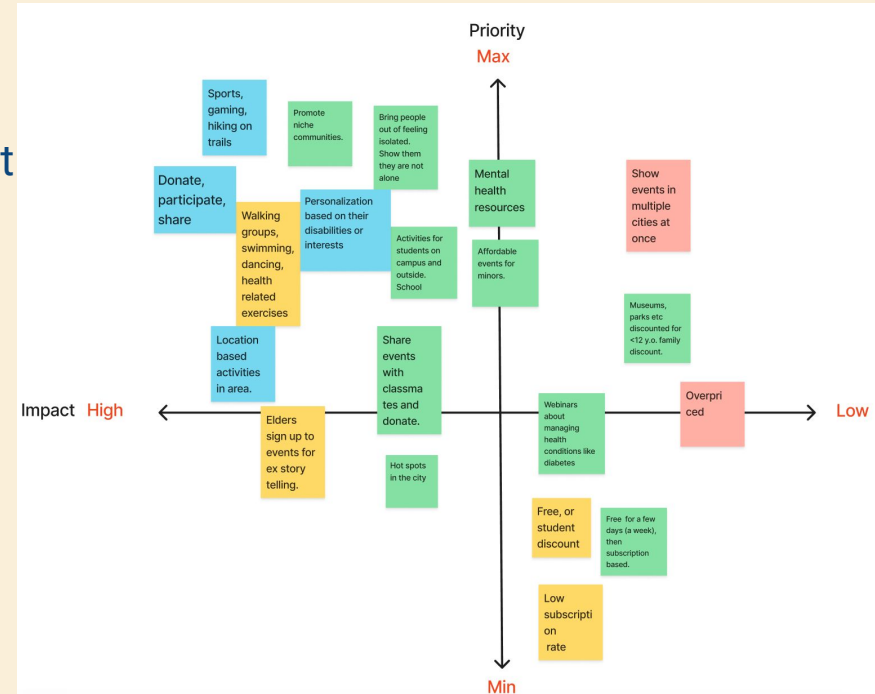
user journey map

Name: Victoria P.

Confusion:

- She doesn't know where to find local events.
- When she does happen across one, does not have a good system set up to catalog / save events and then integrate them into her schedule.

Product Discovery:

- Through hunting online for events, she finds Locale.
- Locale allows her to discover local, upcoming events and seamlessly add them to her digital calendar.

Frustration:

- Annoyed that she doesn't hear about events until the day before or day of— making planning ahead impossible.

Success:

- She can now plan to attend events ahead of time— and even share the event details with friends so they can attend together!

competitive analysis + takeaways

|	CATEGORIES
Competitor 1 - Nextdoor	User Interface/Ease of Use
Competitor 2 - MeetUp	Socializing with others
Indirect competitor 1 - Instagram	Access to resources and services
Indirect competitor 2 - Facebook	Events

- What doesn't work:
  - Comment section: High risks of **oversharing**
- What is effective:
  - **Simple purpose & straightforward use**
  - **Organized well & based on preferred interests**
- Users may find out about local events **second-hand from their peers and families**
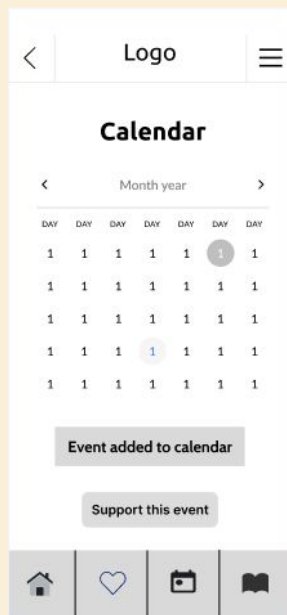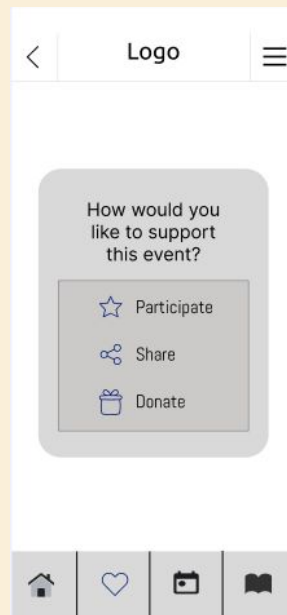
user flow
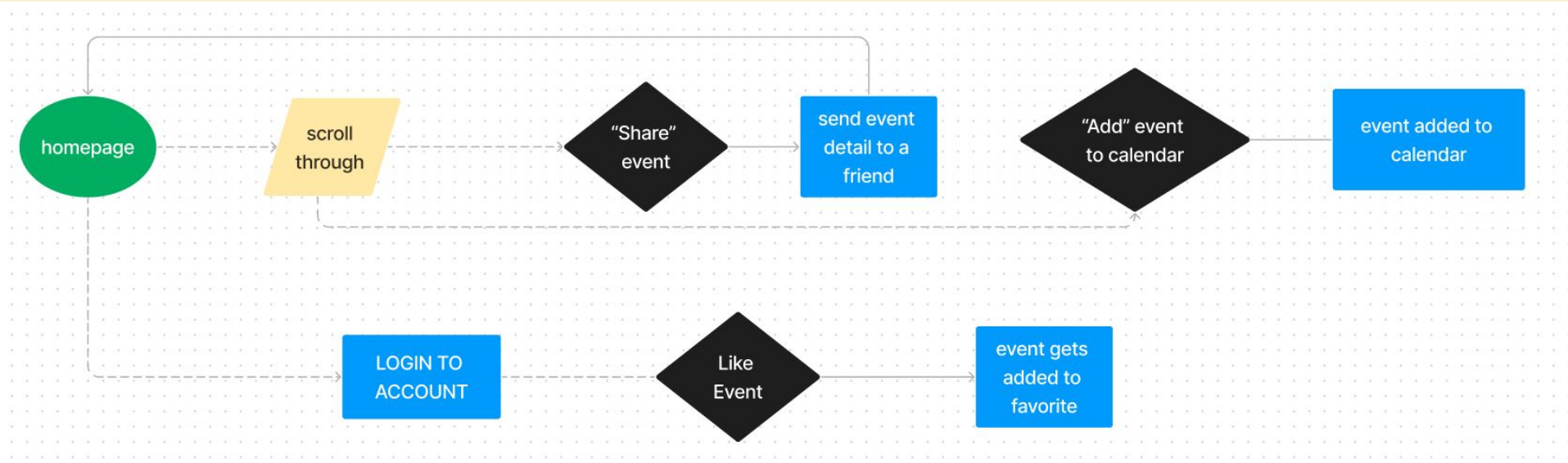
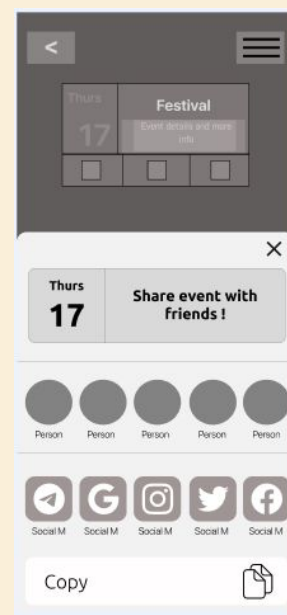# usability testing plan

1. Choose "Festival"
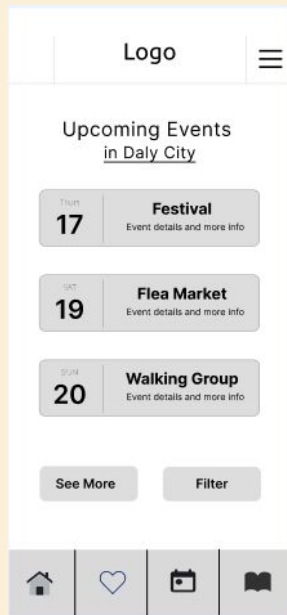
2. Set date on calendar


3. Support event

4. Share event

analysis of usability testing results

- A lot of **confusion** around **how to complete a task** and **knowing when tasks were complete**
    - Non-intuitive
    - Excess iconography

- In response to user confusion
    - Made UX **more intuitive** –> **smoother user flow**
    - Adjusted the UI and CTA buttons by **adding labels** and **adjusting their placements**
    - Our mid-fi was able to **clearly and effectively communicate its purpose to users.**
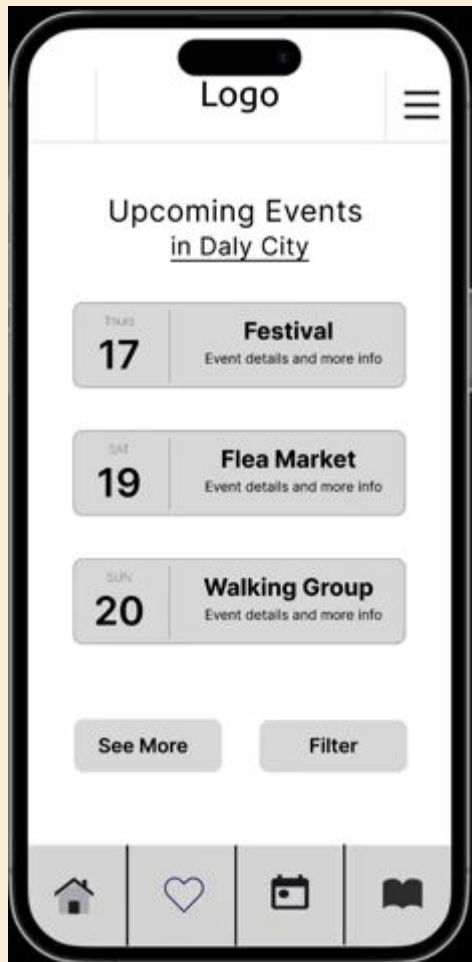
lo-fi protoype

mid-fi protoype
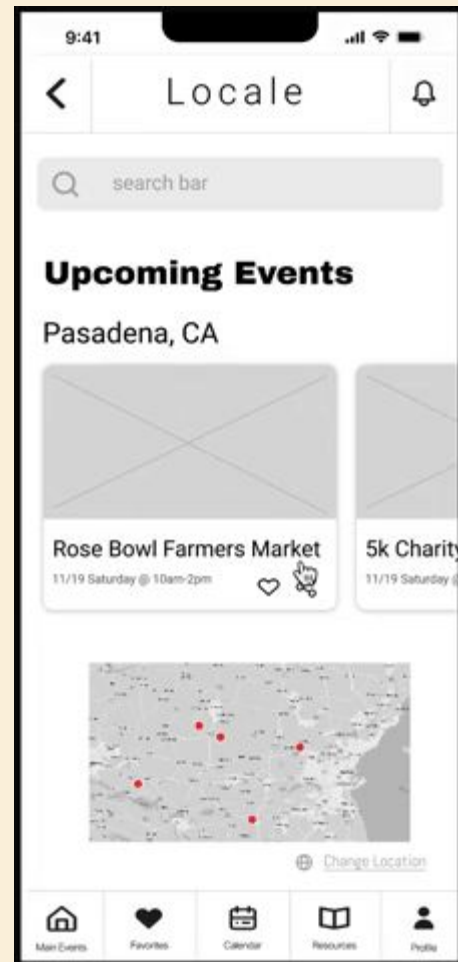
conclusion + final thoughts

Recap of Problem Statement:

We believe **by creating an app that notifies people of local events and resources**

for **users who stay in their homes for long periods of time, especially those affected by the COVID-19 pandemic,**

will achieve **a holistically healthier lifestyle and a better connection to their respective communities.**

The impact of the solution on the user:

This made users feel curious about what's happening near them

Good reminders

THANK YOU!

ALL REFERENCES & DOCUMENTATION

- ➜ **SURVEY**
  - ◆ SURVEY GOOGLE FORM
- ➜ **INTERVIEW PLAN**
  - ◆ INTERVIEW QUESTIONS
- ➜ **INTERVIEW NOTES**
  - ◆ INTERVIEW TRANSCRIPTS
  - ◆ USER INTERVIEW VIDEOS
- ➜ **AFFINITY DIAGRAM & EMPATHY MAP**
  - ◆ AFFINITY & EMPATHY MAP FIGMA FILE
- ➜ **USER INSIGHTS**
  - ◆ USER INSIGHT POV STATEMENT WITH ITERATIONS
- ➜ **HOW MIGHT WE STATEMENT**
  - ◆ HMW STATEMENT WITH ITERATIONS
- ➜ **PROBLEM STATEMENT**
  - ◆ PROBLEM STATEMENT WITH ITERATIONS
- ➜ **IDEATION**
  - ◆ ALL IDEATION & MATRIXES FIGMA FILE

- ➜ **STORYBOARD**
  - ◆ STORYBOARD FIGMA FILE
- ➜ **COMPETITOR ANALYSIS**
  - ◆ COMPETITOR ANALYSIS EXCEL
- ➜ **USER FLOW**
  - ◆ USER FLOW FIGMA FILE
- ➜ **WIREFRAME SKETCHES**
  - ◆ GOOGLE FOLDER TEAM SKETCHES
- ➜ **USABILITY TESTING PLAN & NOTES**
  - ◆ USABILITY TESTING VIDEOS
  - ◆ ANALYZED USABILITY TESTING RESULTS FIGMA FILE
- ➜ **ANALYSIS OF USABILITY TESTING**
  - ◆ ANALYZED USABILITY RESULTS FIGMA FILE

TOOLS USED

FIGMA, GOOGLE DRIVE