

CS147 - Travel Studio

Assignment 2

Needfinding, POVs, HMWs, Experience Prototypes

Introduction

The Team

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Studio Theme

Travel

Problem Domain

Record and reflect. Our problem domain focuses on memory and emotional travel - the ways people capture memorable experiences for their own personal reflection and contemplation. Our initial needfinding revealed tensions between the ways people wish to journal past experiences and the actual ways they go about doing so (or the lack thereof). This week, we set out to explore this paradoxical phenomenon by digging deeper into how people prefer to create, reflect, and organize their memories.

Initial POV

We sought out a daily journaler to provide context on the specific ways people can reflect on their past experiences.



We met Kasia Kowalski, an amateur Youtuber who creates monthly montages of her past notable experiences and keeps a personal journal to reflect on her daily experiences. We were amazed to realize that memory is extremely sensory, whereby songs and physical objects evoke certain emotions and feelings pertaining to that memory.

Additional Needfinding Results



We met Barr, a psychiatrist in his 70s. He draws out his experiences quite often, but does not do it for any purposes related to memory. He had never considered how his drawings have helped him remember events more clearly.

Barr's story helped us understand how creating a tangible artifact that encompasses the feeling of a memory matters more than passively reflecting on the memory itself.



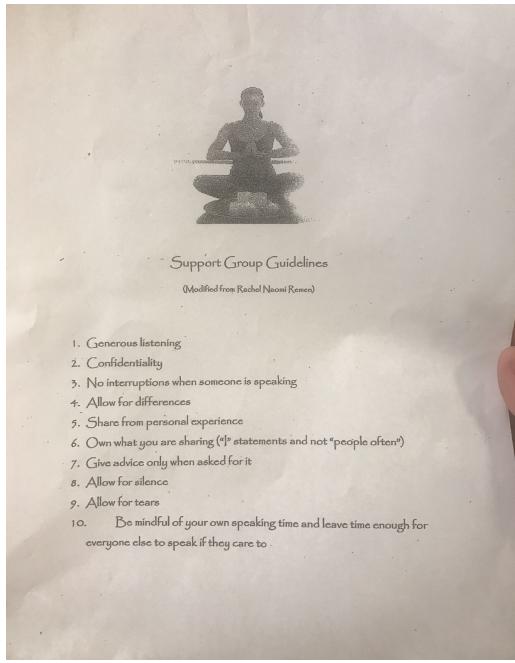
We met Rey, a custodian who has been working as a custodian at Stanford for 30 years. In many ways, he lives his life for others. He expressed how bad memories act as lessons for him and good memories help support him through emotional struggle.

Rey's story helped us consider the importance of physical reminders - he keeps a notebook by his bed, and his lamp, a family heirloom, reminds him to reflect.



We met Michael, a Lyft driver who works in twelve-hour shifts, driving back and forth across the Bay Area. In Michael's words, driving others has made him a "story connoisseur," collecting the finest details from specific rides to reminisce over in his spare time. Interestingly enough, Michael does not enjoy writing down the stories he collects.

Michael's story reminded us of the importance of allowing for the oral tradition of storytelling and reflection. Sometimes putting things into words ceases to capture the entire experience.



We met 7 people at a Death Cafe, all of whom are grappling with their own perceptions and experiences surrounding death. From an older woman who survived Stage 4 Breast Cancer to a younger man who just got diagnosed with MS, the stories and memories shared were striking and deeply resonating.

The moderated discussion-based format of this discussion group yielded insights regarding the importance of prompting individuals with specific questions to have them open up more about personal experiences.

Revised POVs and HMWs

Of all our HMW statements generated, we have selected our top three, each highlighted with a light blue pastel color.

POV 1

We met Kasia Kowalski, an amateur Youtuber who creates monthly montages of her past notable experiences and keeps a personal journal to reflect on her daily experiences. We were amazed to realize that Kasia can evoke clearer feelings, emotions, and sensations in herself from the songs, images, and physical objects she associates with specific memories. It would be game-changing to give people a multimodal outlet to attempt to refeel specific experiences.

Sample of POV 1's HMWs

How might we...

- Allow people to customize their own journal/recording?
- Create nuggets of memory that encapsulate a sensory experience?
- Combine all types of media in a coherent manner?

- Make the experience accessible on-the-go?
- Help people who express themselves artistically?
- Make this outlet worth the time it takes?
- Constrain the length/number of experiences?
- Cement a habit of daily reflecting?
- **Incentivize people to consistently record their experiences?**
- Give people a strong monomodal experience while branching out to multimodality?

POV 2

We met Michael, a full-time Lyft driver who knows the entire Bay Area “like the back of his hand.” We were amazed to realize that Michael preferred to talk about his experiences with others to solidify their memories. It would be game-changing to provide people with an “extro-spective” outlet to reflect out-loud about their personal thoughts, feelings, and emotions.

Sample of POV 2's HMWs

How might we...

- Organize and visualize audio recordings?
- Help introspective people become more “extro-spective”?
- Help “extro-spective” become more introspective?
- Create a seamless “back of the hand” experience?
- Condense and synthesize other people’s spoken words?
- Allow people to be “extro-spective” without involving other people?
- Provide a collaborative approach to sharing memories verbally?
- Motivate people to share deeper parts of their lives with others in everyday life?
- Give “extro-spective” people an inanimate object they feel comfortable talking through their emotions with?
- Create a safe space where people feel comfortable reflecting on deeply personal experiences (particularly men)?

POV 3

We met Barr, a psychiatrist in his early 70s. We were amazed to realize that once he created intricate emotionally grounding drawings, it didn’t matter to him what happened to them. It would be game-changing to be able to cement memories without keeping physical artifacts.

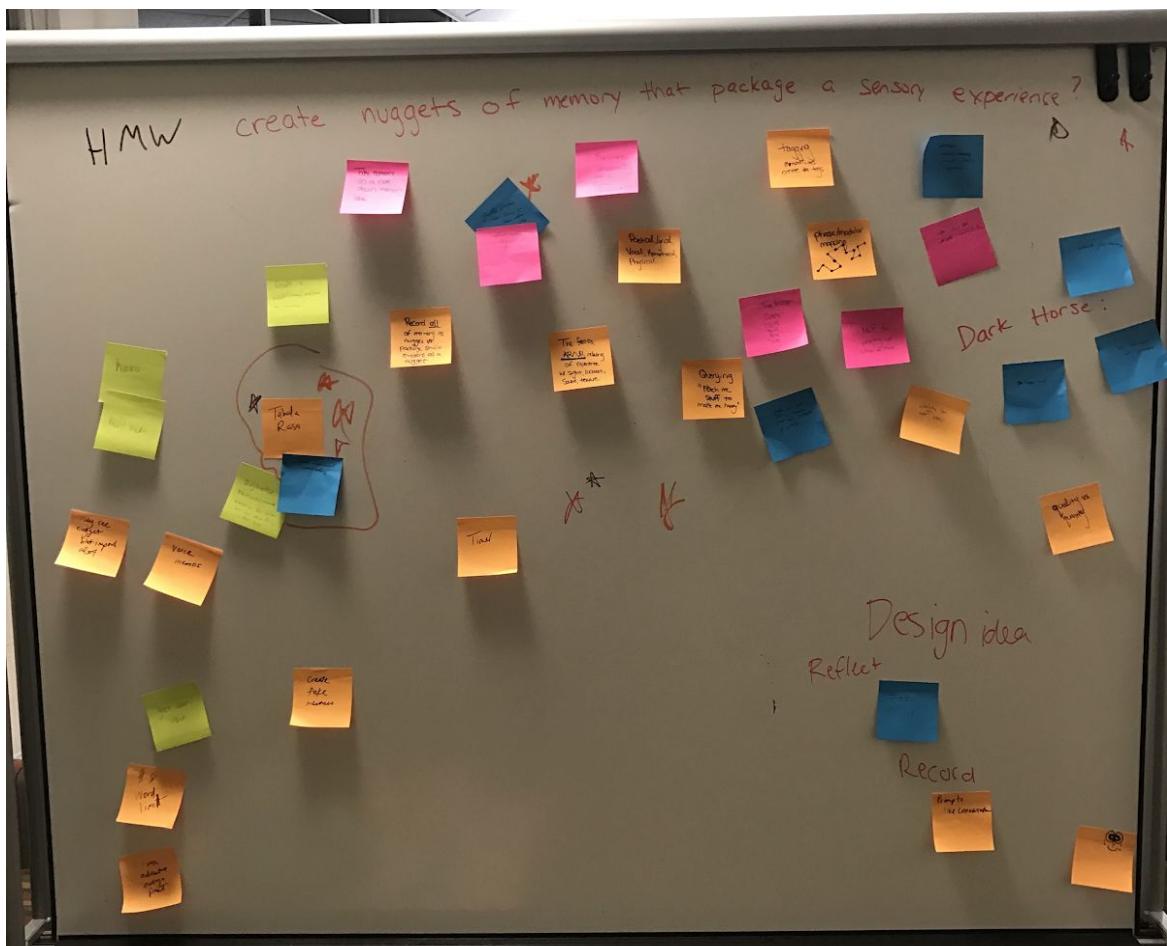
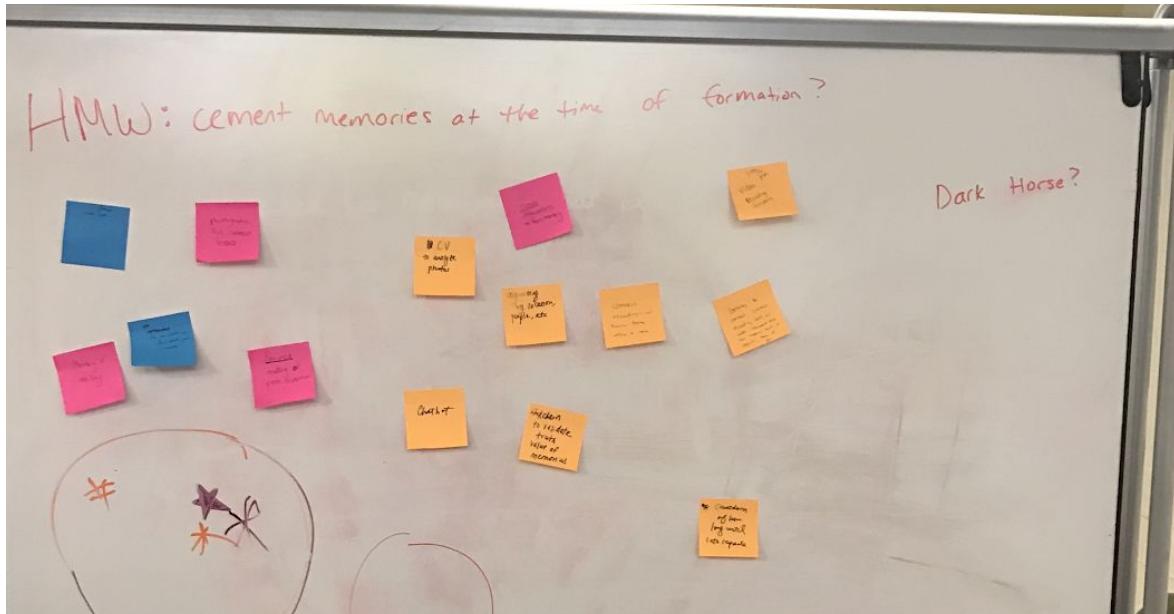
Sample of POV 3's HMWs

How might we...

- Use behavioral practices to cement memories?
- Cement memories at the time of formation?
- **Make something physical feel fleeting?**
- Cement memories using others?
- Store memories outside of mind and artifact?
- Make capture a fleeting experience with a physical artifact?
- Constrain the physical space/digital real estate in accordance with the finite time frame we are attempting to capture?
- Might we empower people to cement memory as though they would never get an external reminder of it?
- Separate memory formation from memory solidification?
- Provide a process of recovering old memories?

Solutions





After brainstorming solutions to our top three HMWs, we voted on the best ones.

Top Three Solutions

- A time capsule where recorded memories disappear for a given period of time
- A *tabula rasa* experience where people can record memories in any medium (photo, text, audio, video, song, etc.)
- Gamifying the memory recording process by showing users quantitative measures of their progress

Experience Prototypes

Prototype 1: Time Capsule

Assumption

Transient artifacts result in more rewarding memory formation

Prototype Creation

[Share a salient memory]

The participant was asked to physically express a recent salient memory after being told that they would never see their tangible creation again.

[Share a memory from today]

The participant used a sheet of paper as a medium to express a memory from their day after being told that they would never see this paper again.

Prototype Test 1



Participant:

John, a Senior Lecturer of the Architectural Design Program at Stanford who sketches quite often

Location:

His apartment

Prototype Test 2



Participant:

Habeeb, a Stanford freshman

Location:

His dorm lounge

Insights & Reflection

John said that he did not mind if we took this photo from him forever. However, if someone were to take his sketchbooks that he has saved over the last 20 years, he would “be pretty pissed, but it wouldn’t be the end of the world.” He said that these were more important to him as they were a sort of catalog of his life. We learned that the act of recording a memory is sufficient for cementing it.

Once an artifact of a memory is part of a larger collection, it holds more value and is more rewarding. This taught us that our initial assumption was likely incorrect.

Prototype 2: *Tabula Rasa*

Assumption

People want the freedom to choose which medium they record their memories with

Prototype Creation

We gave participants a blank piece of paper and told them they could include any media: text, drawings, photos and videos from memory (represented as squares), ‘soundbites,’ and names of songs. We prompted users by asking for a memory that sticks out and they were given as much time as they needed. They were asked to walk us through their process.

Prototype Test 1



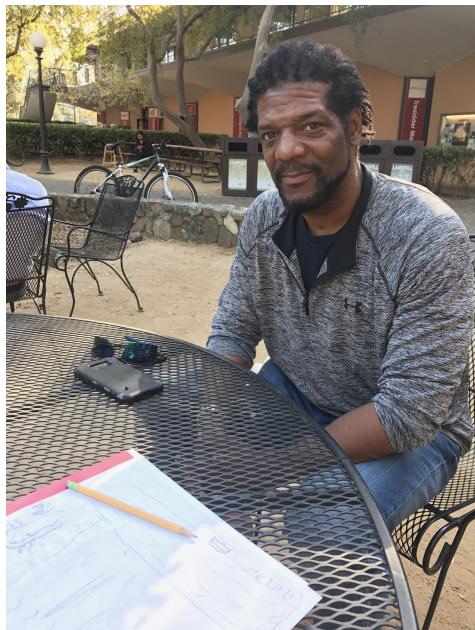
Participant:

Peggy, a Stanford junior, CS major, robotics enthusiast

Location:

In her dining hall

Prototype Test 2



Participant:

Byron, a psychiatrist and ex-military vet visiting Stanford for the first time

Location:

Tresidder

Insights & Reflection

The test validated our assumption that a *tabula rasa* experience is the preferred approach to recalling specific memories. Both Peggy and Byron expressed a desire for a freeform experience where there are no constraints placed on their

creativity. However, it is worth noting that those who are not artistically-inclined, such as Peggy, had a hard time initially marking up the canvas for fear of not drawing something “good enough.” After reassuring her that the exercise is purely for herself and not something to be shared, she became more comfortable expressing herself, even saying at the end how she “was hooked on the experience”. As such, I would say that our initial hypothesis of *tabula rasa* is ideal for creativity as long as we ensure the initial blank slate is not intimidating for new users.

Prototype 3: Gamification

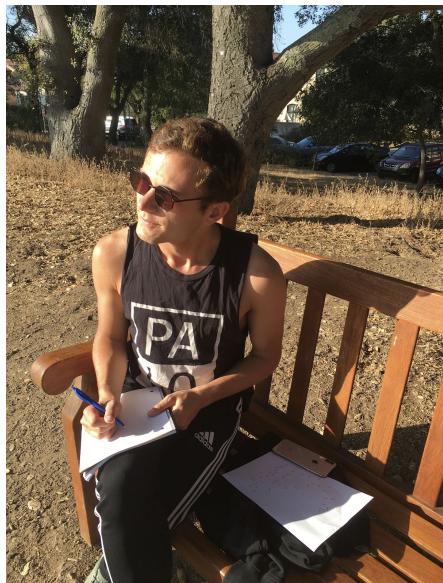
Assumption

Logging progress incentivizes more frequent recording

Prototype Creation

The participant was given 15 minutes to think of as many memories as possible. Each time they wrote a shortened version of the memory down, a line was drawn from two dots on a connect-the-dots picture.

Prototype Test



Participant:

Andrew Blum, a Stanford junior, Political Science major, startup enthusiast

Location:

By Lake Lag

Insights & Reflection

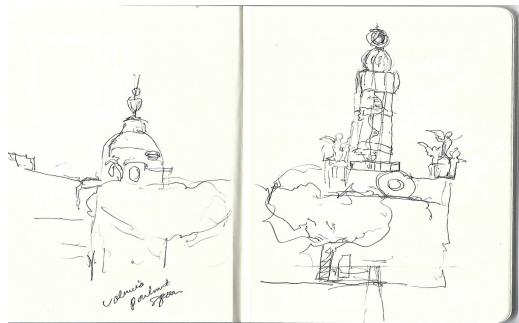
We learned that having incentives through gamification does in fact increase the frequency of memory recall. However, we realized it's essential to balance the intensity of the gamification so that it's not so stressful that it interferes with the flow of memory recall. The task of connecting the dots, despite being motivating,

potentially overtook the reflective process of the recall. When we think about creating another iteration of the prototype, it would be good to have a more mellow form of the gamification. Additionally, due to time constraints, we were unable to test the gamification process over the course of several days.

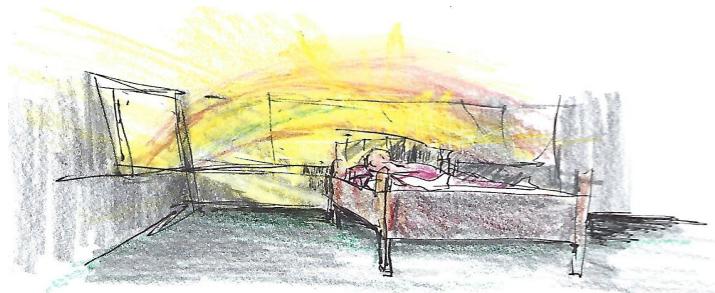
Most Successful Prototype

Our most successful prototype was *tabula rasa*, which confirmed our assumption that people desire a more freeform experience to genuinely express themselves and their memories. However, we should ensure this experience is approachable for everyone including those who may desire more prompting at the beginning.

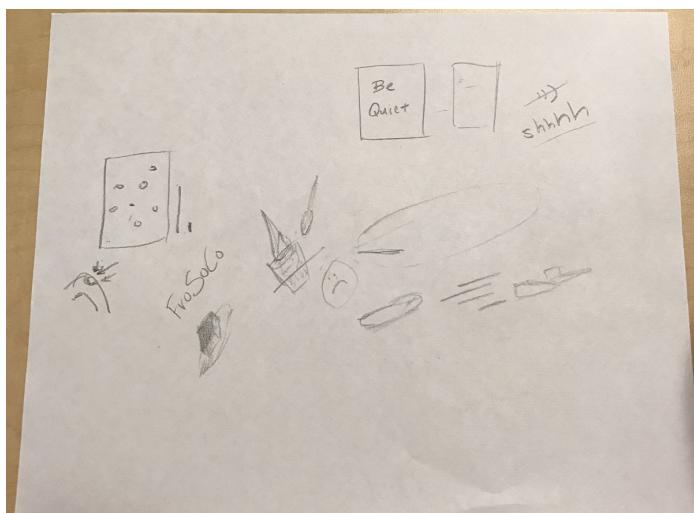
Appendix



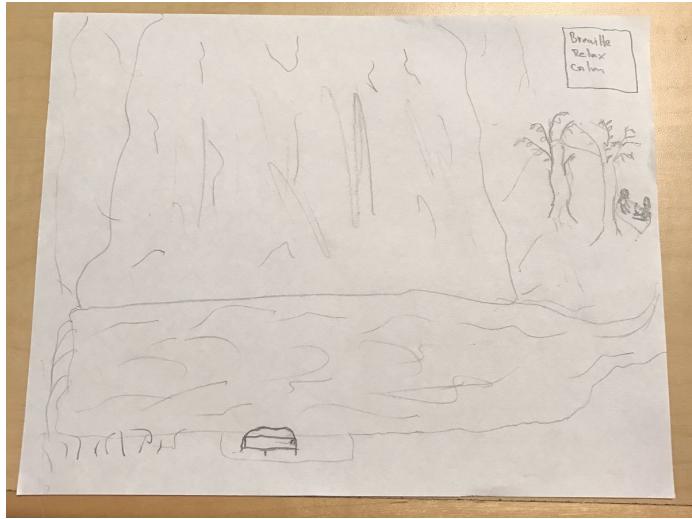
Barr's Sketch 1



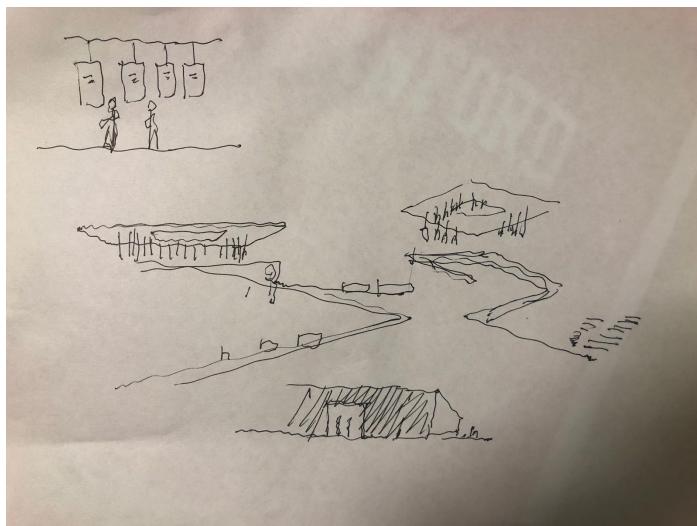
Barr's Sketch 2



Habeeb's Sketch



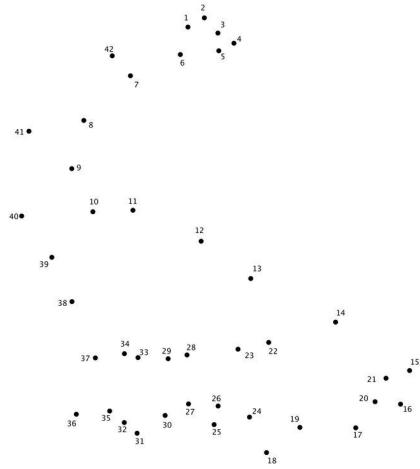
Byron's Sketch



John's Sketch

38 * Doing TV in NY
 * Doing TV in LA
 * Going to New York
 * Going to Japan + eating
 * Hanging in the park (Central Park)
 * Looking at Lake Bay in Tia
 * Going to the dining hall
 * Eating Sushi w/ meat
 * Eating in LA w/ T
 * William visiting Tia + ate @ Starbucks
 * Go to Disney Land w/ T & A
 * Go to San Francisco
 * Going to Spain
 * Being at SNU house
 * Hanging w/ wife in DC
 * My Spanish yr dorm room
 * Cabin house back riding in the Philippines
 * Chilling w/ GRACE
 * Being on BASES
 * Dining in NYC
 * Remind you can speak with
 * Paris
 * London
 * Tokyo
 * Rome
 * Mexico w/ Ryco
 * Karen
 * David
 * Trevor
 * Betty in front of her

Andrew's Memories



Connect-the-dots page



Michael pointing out familiar locations



Bus stop where Michael saw someone get killed