

PROTOTYPING

Taylor Lallas, Krishnan Nair,
Baker Sharp, Ayelet Drazen

Studio: Arts & Culture

OUR TEAM



Taylor Lallas
B.A. Economics
M.S. Computer Science



Krishnan Nair
B.S. Computer Science



Baker Sharp
B.S.. Computer Science

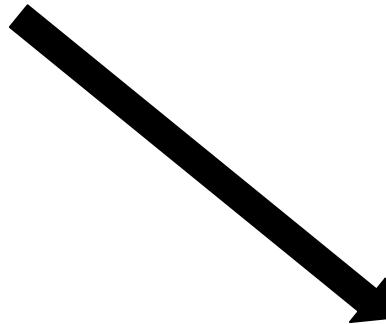


Ayelet Drazen
B.A. Political Science
M.S. Computer Science

Problem domain: exploring how people dive into and share their culture

REFINING OUR FOCUS

Old Domain: exploring the relationship between one's personal network and artistic tastes



New Domain: exploring how people dive into other cultures and share their own culture

OVERVIEW



01 | MORE
NEEDFINDING

02 | POV AND HMW

03 | EXPERIENCE
PROTOTYPE

04 | SOLUTION AND
SUMMARY

INITIAL POV

We met Kawena, a Hawaiian-Japanese hula dancer who is involved with the indigenous community.

We were amazed to realize she struggled to maintain engagement with her audience when discussing the historical context of her performance.

It would be game-changing to make historical context more desirable to her audiences.

RECRUITING PARTICIPANTS

- Cold Calling
- No Compensation - but we appreciate them ❤️
- Chosen based on relationship with cultural arts
- Sought out a diverse panel (race, age, interests, etc)

OUR INTERVIEWEES

NEEDFINDING 1



Kawena



Justin



Michelle

NEEDFINDING 2



Stone



Nadin



Andreley



Wesley



Gus



Polina



Junryl



Marisa



Mitch



Sierra



Anil



Asante



Wilson



Marco



Jerry



Karen

OUR INTERVIEWEES

NEEDFINDING 2



Stone



Nadin



Mitch



Sierra

01

NEEDFINDING PART 2

NADIN



- Enjoys spices and flavors and experiencing new cultures
- Has a deep appreciation for theater

User Type:



NADIN



Tension: wants to be around people during performances but finds “they make it about themselves.”

“The umami of a performance is the context...who are you with?”

User Type:



MITCH



- Avid traveller
- Lover of performing arts
- Healthcare lawyer
- Louisiana native and Mardi Gras aficionado

User Type:



MITCH



Surprise: as a tourist, he would try to be more like a local

“Open up to the pleasures of living like a local”

“They will tell you stories...it’s like a world you couldn’t even conceive”

User Type:



STONE



- Economics and Arabic student at University of Michigan
- Spends summers in the Middle East
- Lover of sports (wrestling)

User Type:



STONE



“There’s an important distinction between interacting with employees in tourism when in they’re in their work environment compared to a casual environment.”

User Type:



SIERRA



- Stanford student from Utah
- Lover of Latin culture
- Working in Mexico City
- Mariachi Performer

User Type:



SIERRA

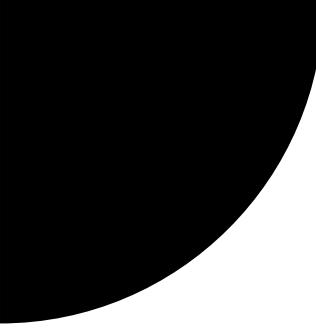


Tension: Wants to ask, but she thinks “[she] will sound annoying and it may bother whoever she’s asking”

Feels like people see mariachi “as a joke... it’s almost like a caricature of Mexican culture”

User Type:





02

POV AND HMW



KAWENA



MARISA



POV # 1

We met Kawena, a Hawaiian-Japanese hula dancer who is involved with the indigenous community, and Marisa, a Filipino-Chinese competitive hula dancer.

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It would be game-changing to help their audiences gain the culture context of the performance to fully understand the beauty of the performance.

MITCH



POV # 2

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We were amazed to realize that after Mitch immersed himself in his roommates culture during the retreat, he took the initiative to address diversity issues at his company.

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We were amazed to realize that after Mitch immersed himself in his roommates culture during the retreat, he took the initiative to address diversity issues at his company.

It would be game-changing to allow people like Mitch to engage with people who inspire them to pursue positive endeavors with regards to diversity.

SIERRA



POV # 3

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We were amazed to realize that she is hungry to learn about local cultures in Mexico, but feels like a burden when she asks too many questions of the people around her

It would be game-changing to help her connect with local cultures in an authentic way without feeling like a pest

HMW

POV #1: Kawena + Marisa

HMW use cultural context to excite audience members?

POV #2: Mitch

HMW encourage conversations between people of different cultures/backgrounds?

POV #3: Sierra

HMW provide access to the experiences/perceptions of locals without directly asking questions?

SOLUTIONS

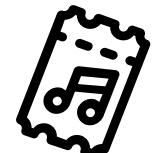
HMW encourage conversations between people of different backgrounds?

Ensure that you have to ask a question whenever you have to answer a question



HMW use cultural context to excite audiences?

Interactive e-ticket with curated information about the cultural and historical context of the performance

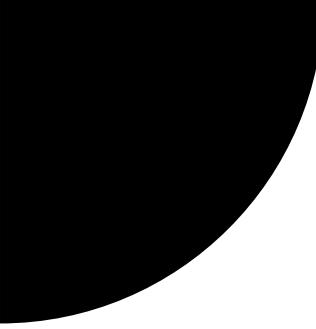


HMW provide access to local experiences without directly asking questions?

Associate physical locations and destinations with stories OR

Learning through memes





02

EXPERIENCE PROTOTYPES

OUR INTERVIEWEES

EXPERIENCE PROTOTYPING



Andreley



Wesley



Wilson



Karen



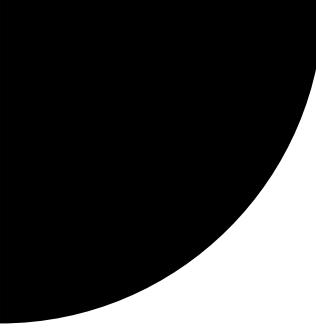
Anil



Asante



Gus



PROTOTYPE: ASK-A-ANSWER

Every response you give ends in a question



HMW encourage conversations between
people of different backgrounds?



ASK-A-ANSWER

Every response you give ends in a question

Ask-a-Answer

The interface features a red header bar with the title "Ask-a-Answer" in white and a question mark icon in a circle. Below the header is a white main area where messages are exchanged. The first message is from "Kobe": "Hi, I'm new to Los Angeles. Where can I find good ramen?". The second message is from "Sven": "Heya! Welcome! I really like JINYA ramen, Ramen Hood and Mogu Mogu 😊". The third message is from "Sven": "Also, what brings you to LA?". Each message is accompanied by a small profile picture of the user and a speech bubble.

Kobe: Hi, I'm new to Los Angeles.
Where can I find good ramen?

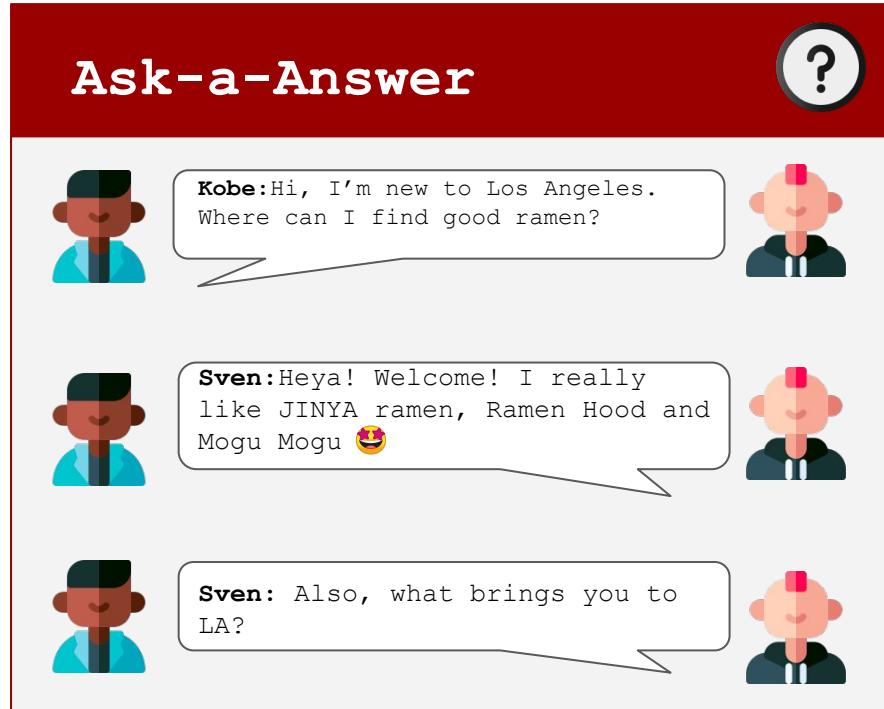
Sven: Heya! Welcome! I really
like JINYA ramen, Ramen Hood and
Mogu Mogu 😊

Sven: Also, what brings you to
LA?

ASK-A-ANSWER

Every response you give ends in a question

Ask a question to
someone new
from a different
culture



When you answer
a question, you
have to ask one of
your own!

ASK-A-ANSWER

Every response you give ends in a question



ROLE PLAY



COMPARISON WITH REDDIT

A screenshot of a Reddit post from the subreddit r/AskReddit. The post asks, "What food does your mom make better than anybody who has ever existed in the history of the universe?". A user named "bachrock37" replies with "Leche flan. Even the stuff from the local Filipino bakery is spongey scrambled eggs compared to my mom's. Thick, smooth custard. No bubbles. Her secret ingredient is the tiniest splash of lemon extract. Sometimes she'll put a layer of flan on top of cassava cake (shredded cassava cooked with macapuno coconut). Lord, so good." The post has received 31.6k upvotes and 48 comments.

Assumption: People enjoy answering questions as a way to connect with others

Assumption: People will want to keep a conversation going, even if the intent was to ask a single question



ANIL

Software Engineer
From India and Guyana
Very extroverted



What worked: Asking questions builds build intimate connections



What didn't work: Many people have knowledge, but some people are closer to the source than others



Surprise: “Google is good for narrowing when researching”, but conversation makes it easier to access other cultures.



New learning: Conversation allows one to see the “effort behind the art”

Assumption: People enjoy answering questions as a way to connect with others



Assumption: People will want to keep a conversation going, even if the intent was to ask a single question



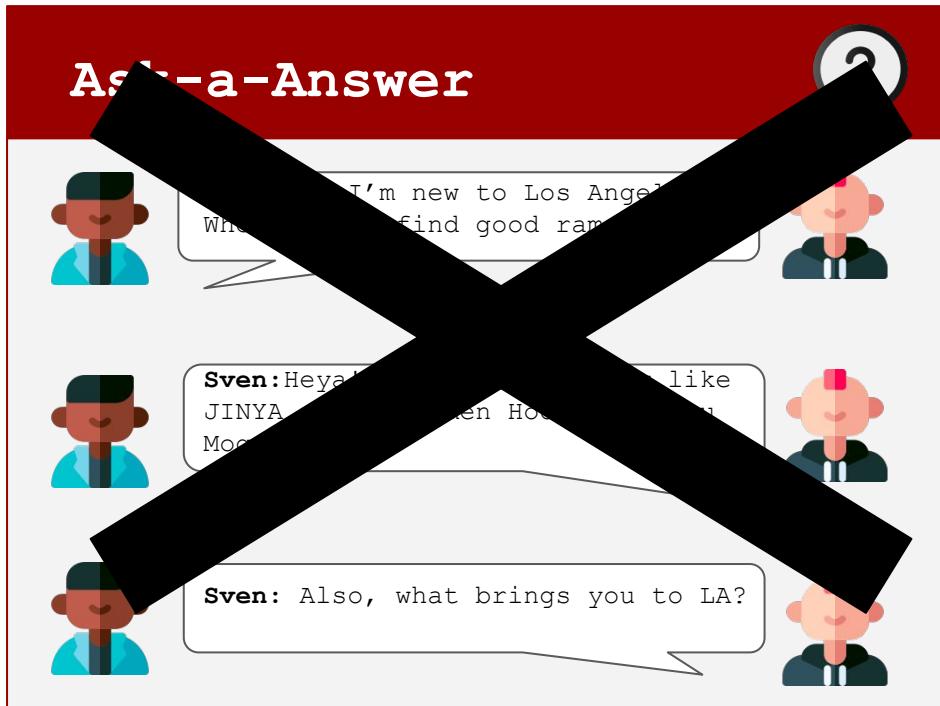


New Assumption: People that go online to answer questions won't feel annoyed since they are opting into the space

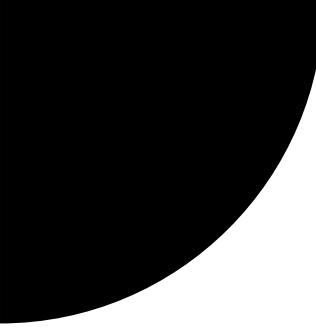


ASK-A-ANSWER

Every response you give ends in a question

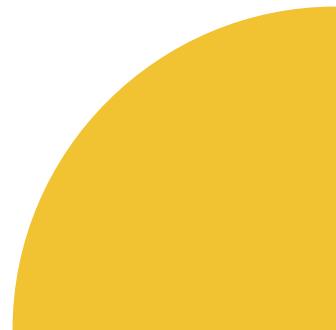


- The need wasn't as pressing as others identified
- People seemed satisfied with other online forums (Reddit)



PROTOTYPE 1: VOICES EVERYWHERE

Make places tell personal stories



HMW make experiences of locals accessible
without questions?



VOICES EVERYWHERE

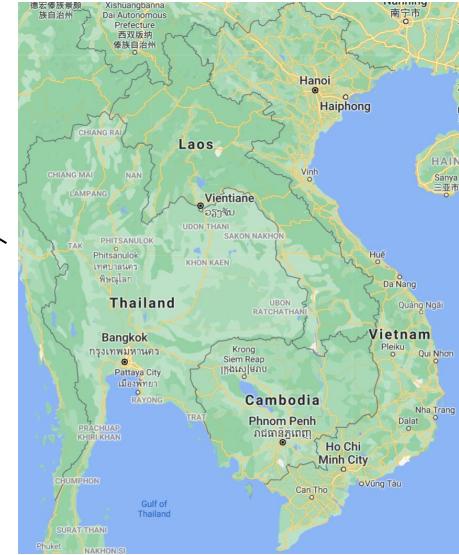
Make places tell personal stories



Narration of the stories and histories of monuments, buildings and places



Hearing stories from locals about unfamiliar places

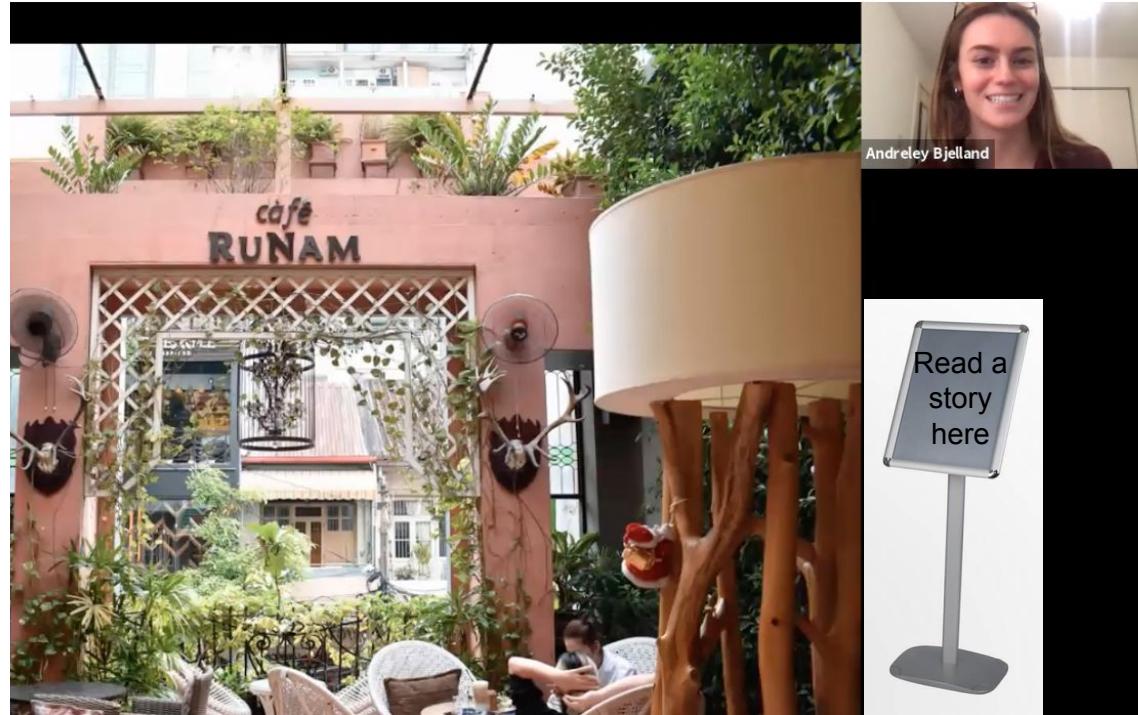


VOICES EVERYWHERE

Make places tell personal stories

SELF GUIDED TOUR

- What do participants want to learn more about?
- Participants chose whether to get more info



VOICES EVERYWHERE

Make places tell personal stories



Assumption: people will seek more information about buildings and places they are unfamiliar with

Assumption: personal stories will make local sites more attractive to visit



ANDRELEY

PhD Student in
Literature at UNC
History buff



What worked: Personal story made her feel more “personally invested” in her location



What didn't work: Historical context sometimes felt detached. “If it was a story of a specific soldier” she would stop and read



Tension: Wants to hear from locals, but is scared of language barriers



New learning: When travelling, she doesn't want to use Google → “the info may not be the most accurate”



WESLEY

San Francisco based
Recruiter at Strava
Avid Tennis Player



What worked: Felt connected to the storyteller and shared stories of his own



What didn't work: Videos without enough contextual info didn't satisfy curiosity



Surprise: Wants on-demand historical context “right there” in short form text



New learning: Location-dependent preference for general historical context vs. learning via personal stories



ON CAFE RUNAM

“I want to hear what a local person thinks about it...because it is different for us because we don’t live there”

ON HOUSEBOATS

“I want to hear from a person who has actually gone through it and get their perspective.”

- **Wesley**

Assumption: People will seek more information about buildings and places they are unfamiliar with



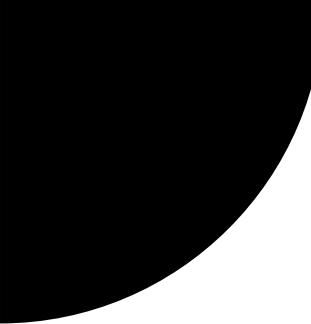
Assumption: Personal stories will make local sites more attractive to visit





New Assumption: People most often prefer personal stories compared to general context to learn about places.





PROTOTYPE 2: REDEEM THE MEME

Learning culture through memes

HMW make culture of locals accessible without
questions?



REDEEM THE MEME

Learning culture through memes

Learn about a new culture through a meme

My family trying to go to the Masjid and



Learn about your own history!

REDEEM THE MEME

Learning culture through memes

My family trying to send me
to the Masjid after Ifthar



VS

My family trying to send me
to the Masjid after Ifthar



+

During the holiday *Ramadhan*, Muslims fast every day from dusk to dawn. This means no food or water. At dawn, families will make a large dinner (*ifthar*) to reward themselves for their hardwork and devotion to the fast. Some families will also go to a masjid (mosque) after eating the feast, however, people eat so much to make up for the fast, that you get that full feeling that people may compare to Thanksgiving.

MEME

MEME + CONTEXT

ASSUMPTION: People will seek information about memes they don't understand

ASSUMPTION: Humor can create a desire to learn more about a culture



ANDRELEY

PhD Student in
Literature at UNC
History buff



What worked: Didn't brush off memes she didn't understand, asked questions to understand humor



What didn't work: "it can be reductive, you see a little glimpse without other context"



Surprise: Found memes entertaining even if she couldn't relate → saw connections to her own culture



New learning: Felt more comfortable knowing the identity of creator



ASANTE

Certified Nurse
Lover of Tik Tok

Interested in learning
about boyfriend's culture



What worked: Would ask even more questions about context to see if he fully understands



What didn't work: Fearful of perpetuating stereotypes out of ignorance



Insight: "I want to be in on the joke. I know it's supposed to be funny"



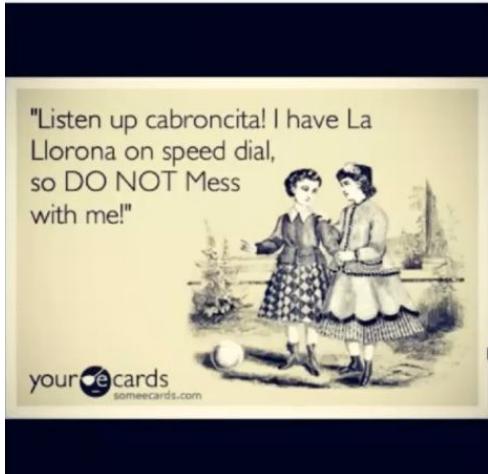
New learning: "I would send these to my friends, but only if they didn't need the context"

“There is sometimes a danger in using humor and it allows people to just kind of sweep the underlying issues aside.”

- Andreley



“I just want enough information for the meme, and then if I want, I can go learn more about that information”



In Latin American folklore, **La Llorona** (Spanish: **la jo'róna**; "The Weeping Woman" or "The Wailer") is a ghost who roams waterfront areas mourning her drowned children.^[1]

In a typical version of the legend, a beautiful woman named Maria marries a rich *ranchero* with whom she bears two children. One day, Maria sees her husband with another woman and in a fit of blind rage she drowns their children in a river, which she immediately regrets. Unable to save them and consumed by guilt, she drowns herself as well, but is unable to enter the afterlife without her children.^[2] In another version of the story, her children are illegitimate, and she drowns them so that their father can not take them away to be raised by his wife.^[3] Recurring themes in variations on the *La Llorona* myth include white dresses, nocturnal wailing, and an association with water.

Many Mexican parents use this myth to scare their children into behaving.

- Asante



Assumption: People will see memes as a valid source of info



Assumption: Memes can still sensitively introduce culture



Assumption: Humor can create a desire to learn more about a culture



New Assumption: People value memes more as culture learning tools when they know the creator's identity



PROTOTYPE 3: E-TICKET

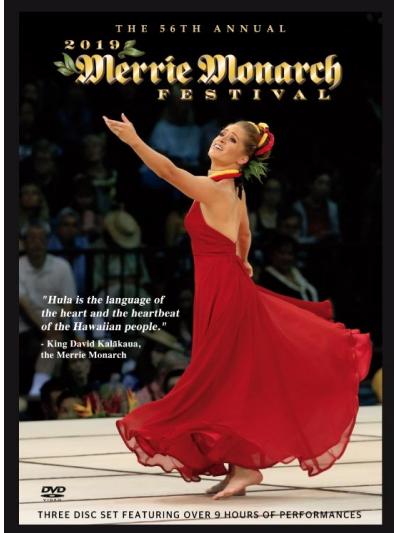
Creating a culturally relevant performance

HMW we use context and background to excite audiences?

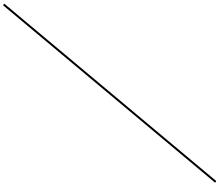
E-TICKET

Creating a culturally relevant performance

Engagement with content as a requisite for attendance



Engage with relevant content before attending a performance to learn cultural and historical context



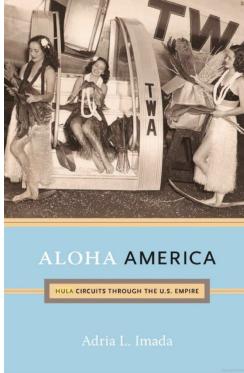
'Iaia'ole's "Aia Iki o Pele" is filled with a sense of Pele's presence, energy, and beauty. She is undeniably there in Hawaii! She dances ("iai," a word for the dancing of gods and nature) in the verdant uplands of Maueka. She "rumbles and mutters," "puffs and blows," and "shishes and shushes" (all these phrases represent efforts to translate 'ōhō'ōha, the sonorous breathing of the surging, molten fires of an eruption) as she munches inexorably through the district of Puna. She rises in beautiful fountains over the cliffs of Palu'i southwest of Kilauea. And when she reaches the sky, she walks on water.

"Where?" the chant asks. "Are we to find peace in all this activity?" The chant's cryptic insider's answer – "In the billowing waves we love!" – implies that Pele cannot be avoided by those who would share her home: if one lives with Pele, one must have a dancer's balance,

"...".

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E-TICKET

Creating a culturally relevant performance



ROLE PLAY

User chooses
content or skips
to performance

Ex. Historical
Context of Hula

Ex. Videos/Pictures of
how performers train

E-TICKET

Creating a culturally relevant performance

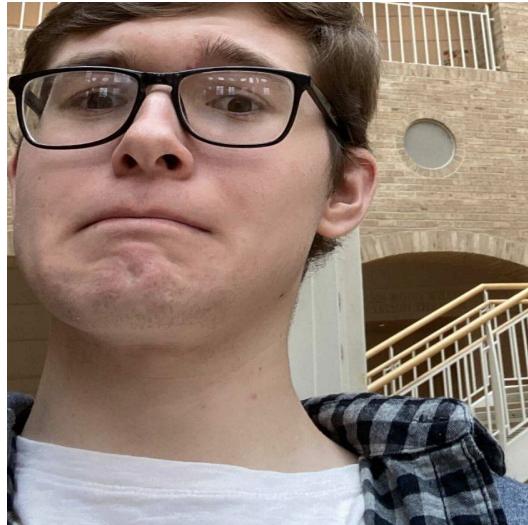
Description of a song included in performance

'Iiālā'ole's "Aia iā 'o Pele" is filled with a sense of Pele's presence, energy, and beauty. She is undeniably there in Hawai'i. She dances (*ha'a*, a word for the dancing of gods and nature) in the verdant uplands of Maukele. She "rumbles and mutters," "puffs and blows," and "shishes and shushes" (all these phrases represent efforts to translate 'ūhi'ūhā, the sonorous breathing of the surging, molten fires of an eruption) as she munches inexorably through the district of Puna. She rises in beautiful fountains over the cliffs of Paliuli southwest of Kīlauea. And she reaches, her fingers glowing in the night sky, all the way to the borders of Maui. "Where," the chant asks "are we to find peace in all this activity?" The chant's cryptic, insider's answer – "In the billowing waves we love" – implies that Pele cannot be avoided by those who would share her home: if one lives with Pele, one must have a dancer's balance, flexibility, and feel for a land whose very nature is change.



Assumption: People will exert effort to prepare for a cultural performance if resources are provided

Assumption: Seeing the effort put into a performance makes people more appreciative of the performance



GUS

Student at UMich studying
Linguistics and Spanish
Avid videogamer



What worked: challenged his stereotypes → realized hula isn't just a beautiful dance and is more inclusive of gender



What didn't work: Doesn't want to feel forced to watch video prior to performance



Surprise: Changed his perception of hula to be more inclusive of gender



New learning: Wouldn't want to actively seek info. "If a friend told me to, I would"
Would opt in to education if readily available



WILSON

Informatics B.S. at USC
Used to play in orchestra



What worked: Seeing the training opened his eyes to how difficult hula is, “not just an easy thing my dad did in Hawaii”



What didn't work: Blurbs of information are exhausting and inaccessible with cultural vocab



Surprise: Wants to do historical research prior to buying the ticket.



New learning: When waiting in a seat for a performance to start, he's dependent on his pamphlet to kill time.



KAREN

Psych major at Stanford
Loves to attend cultural events
at Stanford with friends



What worked: “Appreciated hearing about how significant it is not just to the dancers but to everyone they are representing”



What didn't work: Feels “intrusive” after seeing the connection people have to the art - “I don’t know if I belong here”



Surprise: Started to tear up when seeing the passion of the dancers



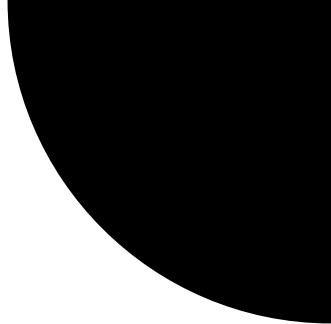
New learning: Instinct is to be on her phone when waiting for performances

Assumption: People will exert effort to prepare for a cultural performance

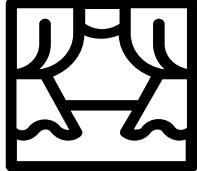
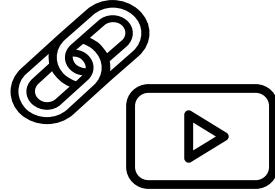


Assumption: Seeing the hard work and significance of the performance for an individual makes viewers more appreciative of the art.





New Assumption: Digital forms of engagement are more effective than paper/pamphlets



New Assumption: People will exert effort to learn about the performance when they are bored



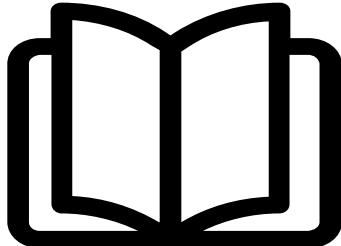
04

SOLUTION AND SUMMARY

KEY LEARNINGS



Viewers are invigorated by seeing the hard work and passion that people put into their art



Personal stories inspire people to look deeper into the culture and history of sites



Humor is an accessible way of introducing someone to culture

KEY LEARNINGS

No matter the problem or solution we look at:

Personal stories are at
the **heart** of **cultural**
understanding



NEXT STEPS

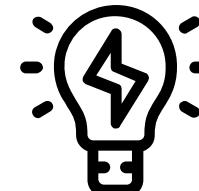
01

Finalizing which problem we want to address



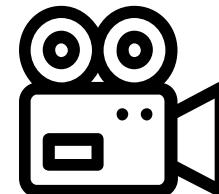
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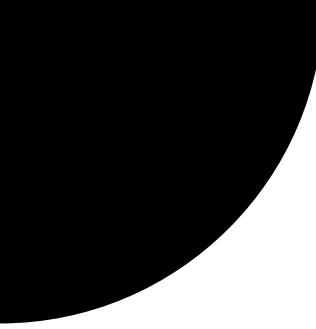
Modifying our solutions



03

Concept video!



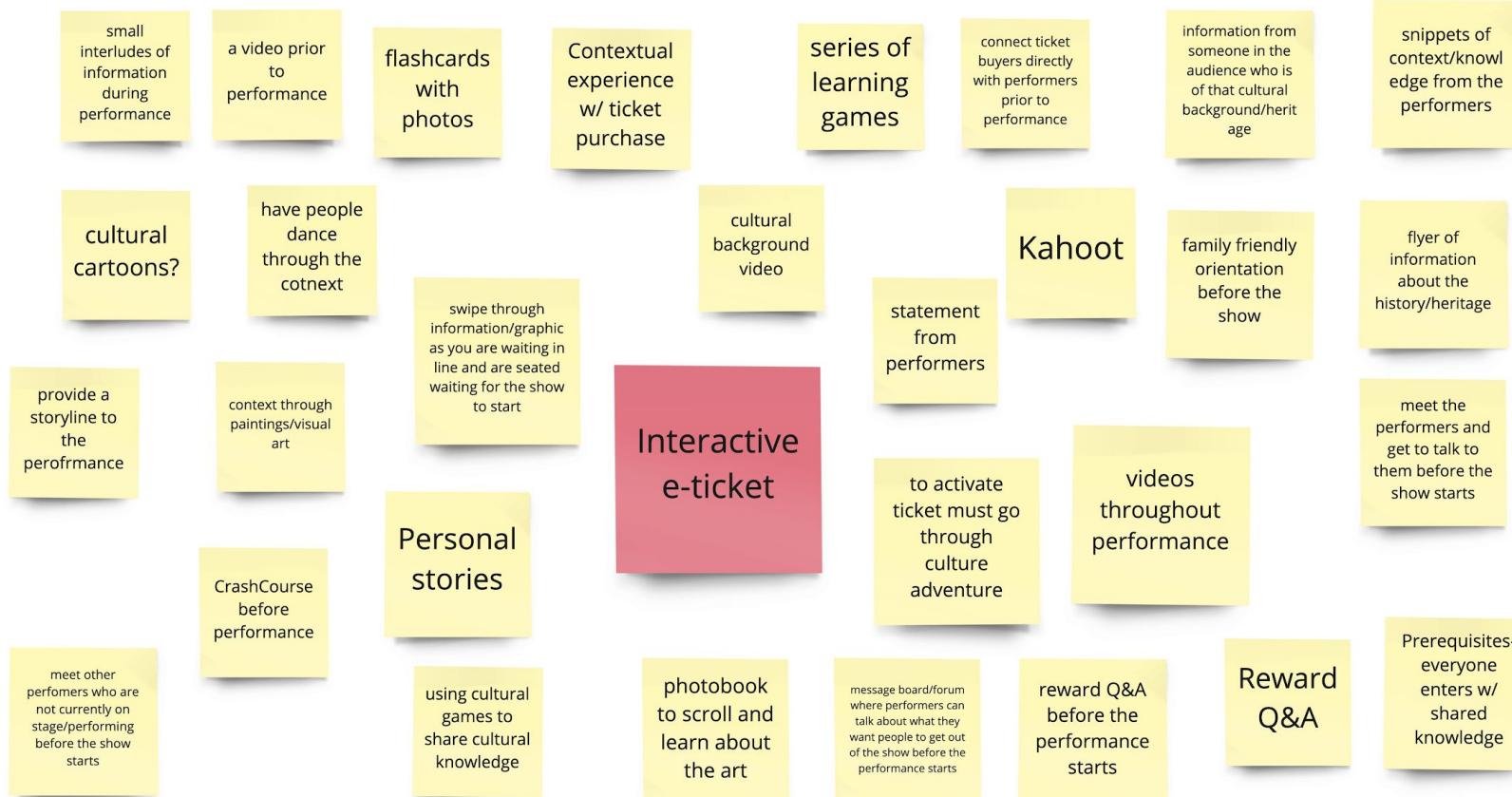


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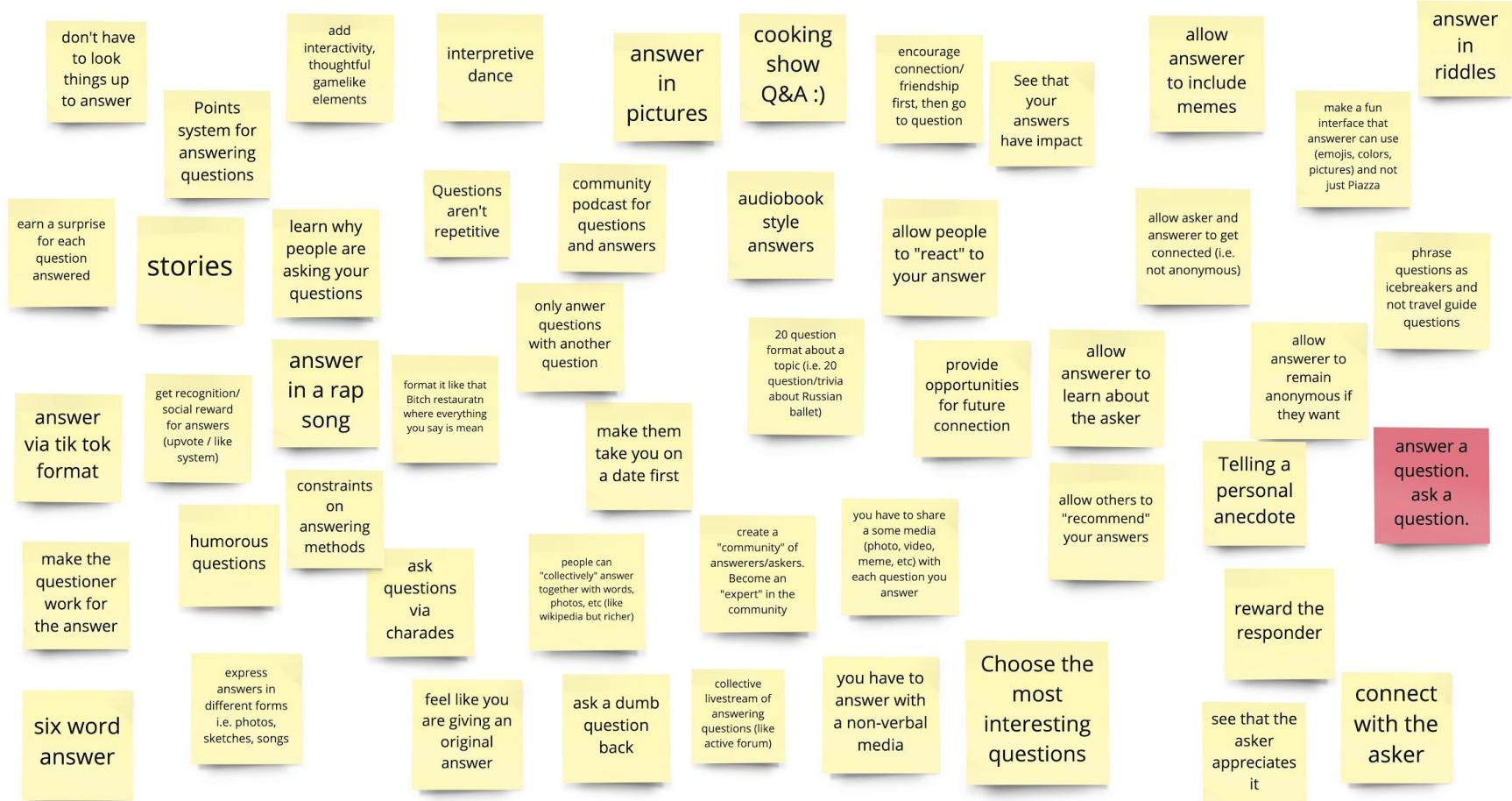
APPENDIX



HMW USE CULTURAL CONTEXT TO ENHANCE PERFORMANCE?



HMW ENCOURAGE CONVERSATIONS BETWEEN PEOPLE OF DIFFERENT BACKGROUNDS



HMW MAKE CULTURAL LEARNING AN ADVENTURE?

